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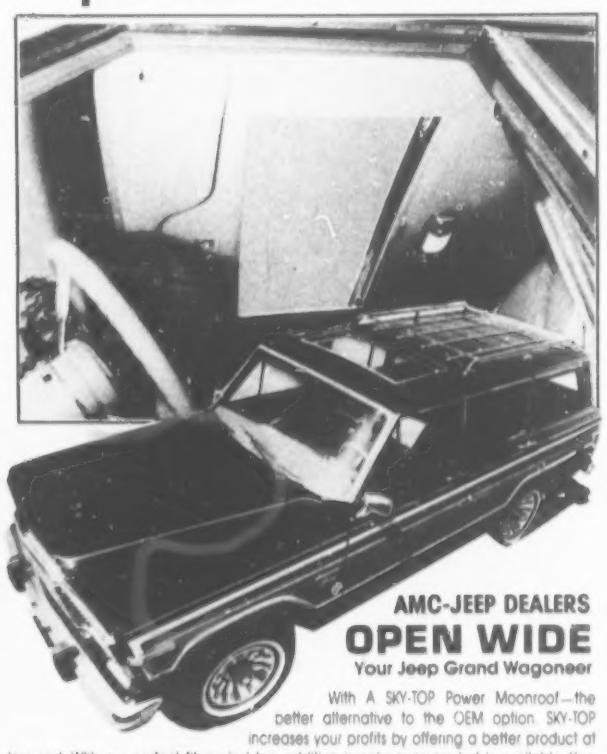

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Not a good choice for fleets, Runzheimer concludes

Study notes cost penalty for turbo

By Francis J. Gawronski

Fleet operators will probably pay more in annual costs if they choose a turbocharged model, according to a cost analysis by Runzheimer Reports on Transportation, the fleet industry newsletter published by Runzheimer & Co., Inc., Rochester, Wis.

"Even in the case of the Thunderbird, where we've placed a four-cylinder, 2.3-liter turbo against the six-cylinder, 3.8-liter normally aspirated engine, the Turbo coupe comes to rest at a higher cost, a $580 difference, than its companion," Runzheimer said (see table).

Among companion cars with the same engine sizes, the cost differences remain significant, Runzheimer said.

The six-cylinder, 3.8-liter Buick Regal exhibits a $517 annual cost difference between the turbo and non-turbo models; the Dodge 600 has a $175 annual price gap; and the Ford Escort GT has a $209 cost difference annually between the turbo and non-turbo models.

Runzheimer said that the turbocharged models now being offered by the auto makers "will remain a high-performance sport option or an answer to fuel economy in the larger, executive-type cars. For corporate fleet cars, turbocharging is mere performance puffery."

The major advantage of turbocharging is that it obtains V-8 performance while approaching four-cylinder fuel economy, Runzheimer said, while the major disadvantage in addition to higher costs is more engine components which invariably lead to more mechanical problems.

"A turbocharged car is stuffed with enough extra hardware, gizmos and gadgets to send mechanics scrambling for textbooks," Runzheimer said.

• Elsewhere, Patrick J. Sheehan, corporate fleet manager, Baxter-Travenol Laboratories, Inc., Deerfield, Ill., was reelected president of the National Assn. of Fleet Administrators (NAFA).

Other officers elected for the coming year include Helen Bland, fleet manager, Hallmark Card, Inc., of Kansas City, first vice president; Frank Kraus, automotive administrator, Lever Bros., Inc., New York, second vice president; William J. Gravesmill, assistant manager support services, Fremont Indemnity Co., Los Angeles, secretary, and W. Eugene McCook, director of treasury services, A. H. Robins Co., Richmond, Va., treasurer.

Because of the early retirement of C. Holton Jr., corporate fleet administrator, Libby-Owens-Ford Co., Toledo, and former third vice president, Sheehan appointed J. Paul Hubbard, administrative services manager, Imperial Tobacco, Ltd., Montreal, to that post.

Don Steven, leased vehicle coordinator, Imperial Oil, Ltd., Toronto, was then named to replace Hubbard as vice president of Canada.

NAFA trustees include Don Allen, corporate fleet manager, Gerber Products Co., Fremont, Mich.; Ken Austin, manager administrative services, G. D. Searle & Co. of Canada, Ltd., Oakville, Ont.; Robert E. Davis, manager, automotive fleet, Consolidated Gas Transmission Corp., Clarksburg, W. Va., and Helen Smorgans, automobile fleet manager, Johnson & Johnson, New Brunswick, N. J.

Claude Harwood was reelected president of U-Save Auto Rental of America, Inc., Salisbury, N. C. Zane Ketner, cofounder with Harwood of the rental franchise system, continues as secretary-treasurer of the firm.

Reelected as board members were Jim Delp, Lincoln, Neb.; Joe Eikenberg, Essex, Md.; Bob Snider, Titusville, Fla., and Travs Tefft, Marion, O.

Founded in 1978, U-Save has grown to 250 used-car rental franchises in 30 states.

RUNZHEIMER CAR COST ANALYSIS

Projected Average Annual Ownership and Operating Costs For Selected 1984 Models
(Turbocharged vs. Normally Aspirated)

Make/Model	(W.B. (Inches)	Cylinders/ Displacement	Average Annual Costs Operating	Ownership	Total
Ford Thunderbird Turbo	104.0	4/2.3L	$1,550	$3,863	$5,413
Ford Thunderbird	104.0	6/3.8L	1,560	3,273	4,833
					580
Buick Regal T-Type	108.1	6/3.8L	1,740	3,076	4,816
Buick Regal	108.1	6/3.8L	1,600	2,699	4,299
					517
Dodge 600 Turbo	103.3	4/2.2L	1,430	3,249	4,679
Dodge 600	103.3	4/2.2L	1,390	3,114	4,504
					175
Ford Escort GT Turbo	94.2	4/1.6L	1,170	2,957	4,127
Ford Escort GT	94.2	4/1.6L	1,140	2,778	3,918
					209

Basis: All cars similarly equipped, including AT, PS, PB, AC, tinted glass, AM radio. Ownership expenses include licensing, depreciation based on a retention cycle of 3 years/60,000 miles, financing, taxes and insurance. Operating expenses include oil, maintenance, tires, and fuel.
Source: Runzheimer & Co., Inc., Rochester, Wis.

Honda, Austin Rover sign XX car manufacturing pact

TOKYO.—As expected, Honda and Austin Rover Group executives signed a manufacturing agreement for the XX executive car in London, but little was said about what really will happen.

In Tokyo, Honda spokesmen said that Honda would produce its version of the XX car at the Sayama plant in late 1985 at the initial rate of 40,000 units a year — rather a low volume, even for this size of car.

Honda expects to sell 15,000 units in Japan, which seems a realistic figure, although it no doubt expects to push this up over 20,000 in due course.

In addition, about 20,000 units will be exported to the U. S. in the first 12 months of production and 5,000 units to other countries.

Then, Honda will produce the Rover versions for sale in Japan and although the company is not prepared to indicate the volume, it seems likely that 2,000-5,000 units a year is involved.

Honda will build Rover versions that are to be exported to Australia — it is already shipping about 1,000 Quintet 1.6-liter five-door hatchbacks annually.

These are sold as Rovers by Leyland Australia, and it is expected that a similar volume of XX cars will be shipped. However, Honda will not start producing the Rover cars until 1986.

To cope with the new model, Honda is investing $20 million at the Sayama assembly plant and $30 million at the Wako engine plant, where the new V-6 engine will be built. Some of the investment will go toward increasing production of the Accord engine.

Chrysler links tool, pilot work at Detroit plant

DETROIT. — Chrysler Corp. is establishing a new Tool, Die and Pilot Production Operation at its Outer Drive Manufacturing Technology Center here.

The new operation consolidates for the first time under one roof all stamping and assembly tool and die tryout and new model pilot car production formerly performed at the Vernor plant and the Clairpointe Pre-Production plant in Detroit.

Directing the new operation will be James P. Clancy, who was appointed manager of Stamping Production Engineering operations. He reports to Bryan P. Prucher, manager of the company's Production engineering operations.

Raymond J. Waelchli has been named manager of the Tool, Die and Pilot Production Operation at Outer Drive.

Clancy, 47, has been manager of the Outer Drive Tool and Die Plant since 1983. He joined Chrysler in 1955.

Waelchli, 49, has been manager of advance manufacturing engineering planning and control for Chrysler's Stamping and Assembly Group since 1981. He has been with the company since 1966.

Marten's Subaru opens

ANNAPOLIS, Md.—Marten's Subaru has opened here. Stuart Marten is the owner.

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Total climbs to 1,333,796, up 2.3 pct. over 1978 mark

4-month truck sales hit new high

Continued from Page 16

four-month lead by more than 7,700 units.

During the month, Chevrolet dealers sold 103,113 new trucks, an increase of 23.4 percent over last year's 83,538. Through April, the total was 373,912, a gain of 27.4 percent over the year-earlier 293,506.

Ford reported 101,300 retail sales in April, 37.4 percent higher than the previous year's 73,710. The four-month total of 381,621 units was up 32.9 percent from last year's 287,257.

Sales of Dodge and Plymouth trucks were up drastically for both April and the four months due to the strong demand for the compact vans.

• During the month, dealers sold 48,543 new trucks, an increase of 91.6 percent over last year's 25,337. The January-April total was up 108.7 percent to 176,536 units, compared with 84,596 a year ago.

GMC dealers retailed 27,056 vehicles in April, up 15.3 percent over the year-earlier 23,458 units. The four-month total of 105,891 units was 28.8 percent higher than the 82,200 sold in the like period in 1983.

Downsized Jeep wagons led to sharp gains in sales of the 4x4 sports/utility vehicles in April and the four-month period.

During the month, dealers retailed a total of 12,457 vehicles, an increase of 94.1 percent over last year's 6,417. Through April, the count was 47,005 units, up 114 percent from the previous year's 21,963.

Only 35 of the discontinued compact Volkswagen pickup trucks were sold in April, compared with 466 a year ago. The four-month count was 280, versus 2,043 in the comparable period a year ago.

Significant gains for both April and the first four months were reported by distributors of the Japanese-built compact trucks.

In April, Toyota dealers sold 15,359 units, up 26.5 percent over the year-ago 12,138. The four-month count was 58.2 percent higher than last year, 73,943 versus 46,733.

• Nissan/Datsun dealers retailed 13,307 trucks during the month, up 50.2 percent over last year's 8,862 units. Through April, the total was 99.1 percent higher than a year ago, 72,492 versus 36,405.

Of the month's Nissan/Datsun truck sales, 5,724 were models produced at the plant in Smyrna, Tenn. The four-month total for trucks assembled in the U. S. was 33,070.

April sales of Mazda compact pickup trucks were up 129.7 percent to 9,549 units, compared with 4,157 a year ago. The January-April total was 40,318, an increase of 91.4 percent over the previous year's 21,070 units.

During the month, Isuzu dealers retailed 3,680 small trucks, a gain of 66.2 percent over the year-earlier 2,214. The total through April was up 34.4 percent to 9,580 units, compared with 7,130 in 1983.

In April, Mitsubishi pickup-truck sales totaled 1,010 units, an increase of 71.2 percent over the year-earlier 590. The four-month total was up 84.7 percent, from 2,550 units a year ago to 4,710.

Big Three April, year-to-date sales

	April		Year to date	
	1984	1983	1984	1983
Ford				
Vans	15,508	13,216	59,344	49,840
Club Wagon	2,570	2,625	10,921	9,770
Ranger	20,937	14,958	72,062	56,541
Courier	.....	.....	.....	5,657
Bronco	3,887	3,439	15,369	14,058
Bronco II	8,057	3,903	29,204	6,601
Pickups	46,126	32,959	179,303	132,765
Mediums	3,212	2,095	11,879	9,480
Heavies	1,003	515	3,539	2,545
Chevrolet				
Vans	15,239	13,307	57,420	46,786
Sportsvan	2,359	1,467	8,226	6,178
S-10	18,484	16,795	64,161	58,353
S-10 Blazer	12,501	8,354	43,560	29,101
LUV	.....	641	.....	2,529
El Camino	2,470	1,785	8,533	6,324
Blazer	3,645	2,698	16,645	9,143
Suburban	4,609	3,567	16,609	11,331
Pickups	42,495	33,779	153,846	119,471
Mediums	1,331	1,145	4,912	4,290
Chrysler				
Vans	6,854	7,139	25,663	22,800
Ram Wagon	4,514	3,758	15,528	11,612
Voyager	8,277	.....	27,918	.....
Caravan	8,691	.....	29,278	.....
Mini Ram Van	1,701	.....	3,482	.....
Ram 50	3,606	1,963	13,654	7,921
Other Plymouth Trucks	.....	959	378	3,202
Ramcharger	2,435	2,083	9,995	7,031
Rampage	1,200	1,102	3,599	3,635
Pickups	11,265	8,333	47,041	28,395
GMC				
Vans	3,903	4,926	17,156	15,330
S-15	3,931	3,972	14,093	12,775
S-15 Jimmy	2,728	1,513	10,454	4,967
Jimmy	688	758	3,116	2,268
Caballero	228	192	893	642
Suburbans	1,449	1,040	5,364	3,680
Pickups	10,363	8,910	41,169	33,097
P Models	470	267	1,675	913
Mediums	2,168	1,171	7,973	6,080
Heavies	1,128	709	3,998	2,448

Subaru honors top salespeople from 13 districts

PENNSAUKEN, N. J. — Subaru of America honored the top salesperson from each of the 13 Subaru distributors in the continental U. S. at an awards ceremony and conference at company headquarters here.

During their three-day stay here, the salespeople toured company headquarters, held discussions with Subaru executives and attended the Broadway show My One and Only.

The top Subaru salesperson in the U. S. during 1983 was Louis Bryan, Hillside Subaru, Hillside, N. J.

Others inducted into the Circle of Stars sales club are: Brian Billingham, Mastro Subaru, Tampa; Richard Chakrin, Patrick Motors, Worcester, Mass.; Gary Clements, Southern Subaru, San Antonia, and Joel Draper, Key Subaru, Columbus, O.

More are: Dennis Goodrich, Continental Motors, Anchorage, Alaska; Ron Levine, Subaru in Evanston, Evanston, Ill.; Constance Link, Dunphy Subaru, Philadelphia; Wayne Hill, C&T Subaru, Johnson City, Tenn., and Bob Petro, Subaru of Pasadena, Pasadena, Calif.

Rounding out the group are: Edward Szuch, Burt Subaru, Englewood, Colo.; Patrick Whiteman, Manhattan Subaru, Rockville, Md., and Ed Wondolowski, Nohr's Imports, San Leandro, Calif.

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May 22—Aptco Auto Auction, Taylor, Mich., and High Point Auto Auction, High Point, N. C.

May 23—Columbus Fair Auto Auction, Obetz, O.; Kansas City Auto Auction, Kansas City, Mo., and Southern Auto Auction, Warehouse Point, Conn.

May 24 — Minneapolis Northstar Auto Auction, Shakopee, Minn., and Evansville Auto Auction, Evansville, Ind.

May 25—Floyd Hauhe Auto Auction, Bridgeton, Mo., and Concord Auto Auction, Acton, Mass.

May 29—D-A Auto Auction, New Stanton, Pa.

May 30—Columbus Fair Auto Auction, Obetz, O.; Metro Milwaukee Auto Auction, Caledonia, Wis., and Central States Auto Auction, Mason City, Ia.

May 31 — Minneapolis Northstar Auto Auction, Shakopee, Minn.; Evansville Auto Auction, Evansville, Ind., and Todd Auto Auction, Telford, Pa.

Chrysler Corp.

May 22—Hatfield Auto Auction, Hatfield, Pa.; Harrisonburg Auto Auction, Harrisonburg, Va., and Metro Auto Auction of Kansas City, Lee's Summit, Mo.

May 23—Columbus Fair Auto Auction, Obetz, O., and Dallas Auto Auction, Grand Prairie, Tex.

May 24 — Indianapolis Auto Auction, Indianapolis, Ind., and Florida Auto Auction of Orlando, Ocoee, Fla.

May 25—Concord Auto Auction, Acton, Mass., and Floyd Hauhe Auto Auction, Bridgeton, Mo.

Ford Motor Co.

May 22—Aptco Auto Auction, Taylor, Mich.

May 23—Concord Auto Auction, Acton, Mass.; Golden Gate Auto Auction, Fremont, Calif., and Minneapolis Northstar Auto Auction, Shakopee, Minn.

May 31—Skyline Auto Exchange, Fairfield, N. J.

General Motors

May 22—Seattle Auto Auction, Kent, Wash.

May 23—Arena Auto Auction, Chicago, Ill.; Clanton's Auto Auction, Darlington, S. C.; Brasher's Auto Auction, Fontana, Calif., and Omaha Auto Auction, Omaha, Neb.

May 24—Butler Auto Auction, Gibsonia, Pa.

May 31—Aptco Auto Auction, Taylor, Mich.; Dallas Auto Auction, Dallas, Tex., and Floyd Hauhe Auto Auction, Bridgeton, Mo.

Used Car Sales

Auction Averages

May to date	$5,604
Month ago	$5,603
Year ago	$5,151

Chevy dealer

T. F. Hilliard signs with Chevrolet to become owner of Hilliard, Inc., Eastman, Ga. Witnessing the signing is R. V. Peters, assistant Atlanta zone manager.

Model breakdown

Auction Averages

	MAY TO DATE	APRIL	MARCH
1984	$11,450	$13,891	$12,302
1983	9,339	8,850	8,066
1982	6,356	6,589	6,357
1981	5,260	5,344	5,393
1980	4,483	4,621	4,351
1979	3,881	4,008	3,698
1978	2,450	2,910	2,744
1977	2,012	2,159	2,365
Overall Average	$ 5,604	$ 5,418	$ 5,162

Frost Motors celebrates 50 years as Cadillac deal

NEWTON, Mass. Frost Motors, Inc., here is celebrating its 50th year as a Cadillac dealership with a "series of spectaculars."

To kick off the observance of its golden anniversary, Frost sponsored the "Cadillac Sale of the Century," for which the dealership purchased 50 DeVilles, all with special features, and offered them at a low price in a 50-hour nonstop marathon sale.

Each DeVille represented up to $5,000 in savings for the customer, according to Thomas D. Keery, dealership president. In the first four hours of the sale, Keery said, Frost Motors eclipsed its alltime high for sales during a single business day.

Another event found Frost hosting Cadillac owners, local dignitaries and members of General Motors management at a champagne reception. Making special appearances for the evening were vintage Cadillac convertibles, tourers and dual-cowl phaetons.

For the summer, the dealership plans a "50-Year Cavalcade of Cadillacs" — a concours d'elegance of Cadillacs covering the last half-century of production, according to Keery.

The Keery family is in its third generation at Frost Motors, which was established by Percy (Jack) Frost. The first Keery at the dealership was Tom's father, Thomas (Russ) Keery, who joined the dealership as its general manager after World War II.

Russ Keery gradually expanded his role to managing the dealership in its entirety. When Frost retired in 1957, he assumed ownership. The first-generation Keery retired from the business in 1978, passing ownership along to Thomas D. Keery, who had joined the dealership in 1947.

Currently, a third-generation Keery, Thomas R. Keery II, serves as vice president and general manager at Frost Motors.

Lotus wins appeal of tax bill for $119 million

LONDON.—Group Lotus and Lotus Cars won their appeal of a tax bill of $119 million.

The assessment was unrealistically high. It was clear that Inland Revenue's real intent was to find $17.6 million of investor and UK Government funds to the DeLorean car operations. The trail of the money disappeared somewhere between DeLorean and Lotus, which helped design the car.

General commissioners for income tax for Wymondham, Norfolk, dismissed all assessments against Lotus after five days of hearings, Lotus said.

The ruling came after heavy agitation for dismissal by Lotus Chairman David Wickins.

used-car auction directory

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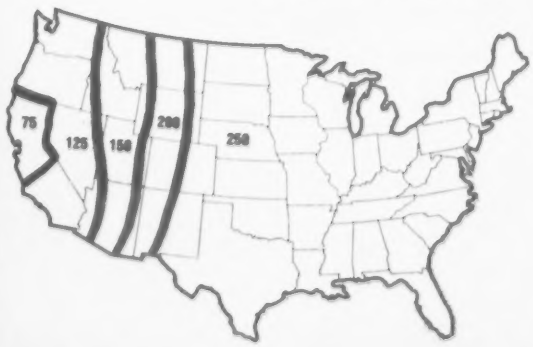

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Japanese fill 8 of top 13 management jobs

First GM-Toyota car due in Dec.

Continued from Page 1

eral counsel and secretary are from outside the two companies.

Convis was assistant plant manager for Ford's Lorain (O.) assembly plant; Childs served as corporate director, labor relations for General Dynamics, and Cuneo was an attorney in Washington.

• According to NUMMI officials, the hiring process has begun and more than 3,000 applications have been returned from the 5,000 mailed out to the plant's former workforce earlier this year.

Approximately 1,000 workers will be employed by the end of the year on one shift. During the following year, the number is expected to increase to 2,500 on two shifts as the plant moves up to its capacity of 200,000 cars annually on one line.

Bruce Lee, regional director of UAW Region 6, and William Usery, a former secretary of labor who helped negotiate a letter of understanding between NUMMI and the UAW that ensures that former union workers from the Fremont plant would be hired by the new company, hailed the agreement as a breakthrough in labor/management relations.

"I have no doubt that the majority of the workforce here will be those who worked here before," Lee said. "The concerns that we have voiced have been met."

Lee said the workers will receive a pay and benefits package that is comparable with prevailing contracts in the auto industry, although he declined to elaborate. Once the plant is in production, Lee said groundwork has been laid for negotiations on a formal contract. That could happen sometime next spring.

Both Usery and Lee said this summer's negotiations between the UAW and GM will not have an immediate effect on Fremont.

"We're certainly going to look at what happens this summer," Lee said, adding that the outcome "will only set a pattern for later negotiations."

• Usery said the negotiations will not affect the letter of intent signed between NUMMI and the UAW, but added that whatever happens will certainly have a bearing on negotiations next spring.

But as for NUMMI becoming a chip in the bargaining talks this summer, Usery said "we stand alone here." He does view this summer's negotiations as "most important."

Work on modifying the plant itself is continuing, and the first tooling from Japan has arrived. The $50 million stamping plant is also expected to be completed later this summer.

Convis, the plant's general manager, said the facility represents an investment of $250 million and will have three million square feet under roof on 210 acres.

In discussing what is to be gained from the joint venture, Toyoda said, "Through New United Motor, General Motors is seeking to increase its long-term productive efficiency by learning the highly efficient Japanese manufacturing and management techniques. As efficiency improvements are demonstrated, GM will seek to transfer the relevant manufacturing techniques throughout its management organization."

While a preponderance of the top management is from Toyota, the middle management—those between the senior level and hourly workers—are primarily from GM. Toyoda said there may be some middle management level people from Japan, but they would be working as coordinators for communication purposes.

As for Toyota, NUMMI's president said that parent will "gain valuable operating experience in the U.S. through its dealing with American labor and component suppliers. This experience will enhance Toyota's long-term viability as a producer in the U.S."

"It should be made clear that Toyota and GM are not establishing any other cooperative relationship," Toyoda stressed. "Toyota and General Motors will remain competitors in the U.S. and throughout the world."

• Toyoda said he anticipates many questions about what happens to the plant after the 12-year agreement expires. His response is "When two recently married people are expecting a child, they do not discuss divorce do they? So it is with our parents."

Likewise, when asked if Toyota would seek a second line at NUMMI to produce cars for Toyota Motor Sales/USA in response to Nissan's recent announcement of a Sentra line in Tennessee, Toyoda said no thought has been given to the idea, that he is concerned with getting the plant started on one line.

The Fremont plant had two production lines when operated by GM, one for passenger cars and the other for light trucks.

As for the day-to-day operations of the plant, Higashi, NUMMI's executive vice president, said it would be run just like any other Toyota assembly plant.

By using the team concept of building cars, Higashi said, NUMMI "will be building an innovative employe relations atmosphere, breaking down barriers that have traditionally separated labor and management. Mutual respect and trust will be the foundation for all relationships."

Convis said workers would be organized into teams, with each team of four to eight workers having a leader, who is also an hourly worker. Four or five team leaders would then report to a group leader.

These group and team leaders will be trained in Japan.

All hourly employes will be considered new hires for seniority purposes, although the majority will have worked previously at the Fremont plant. Those who haven't, according to NUMMI officials, will probably be hired in the stamping plant area, since that operation is new to the facility.

Chrysler hikes Japanese cars average of $63

DETROIT. — Chrysler Corp. has raised prices an average of $63, or 1.0 percent, on the Mitsubishi-built Colt and Vista models sold by Dodge and Plymouth dealers.

Colt prices went up $50 to $60 and the Vista van-type wagon rose $81. It is now $8,196.

The new Dodge / Plymouth Colt stickers are: E three-door hatchback, $5,045 (up $50); DL three-door hatchback, $5,952 (up $59); E five-door hatchback, $5,695 (up $56); DL five-door hatchback, $6,089 (up $60).

Automatic transmision for the Colt is now $322, an increase of $11.

There was no change in the price of the Dodge/Plymouth Conquest two-door liftback. It remains at $12,149.

Chrysler said the boost was the result of passing through the increases it has incurred from Mitsubishi.

The Chrysler hike was the smallest of those announced on Japanese cars since mid-April. Other increases (average or range) were: Nissan, $316; Toyota, $310; Mitsubishi, $230 to $370; Isuzu, $200 to $400; Mazda, $100-$200, and Subaru, $99.

Henry Ford talks of Japanese, his days, Iacocca

Continued from Page 2

control interest rates, the trade deficit and the Japanese trade advantages.

"(The Japanese) have an advantage in taxes and in the value of the yen versus the dollar," noted Ford, who warned of the surge of Japanese imports in the late 1960s. "The industry can do nothing about it; that's a government problem."

Otherwise, Ford sees a rosy near-term outlook for the automobile industry.

"For the short-term, things will be better even than they are today," he said. "I think the industry in the United States has made tremendous headway both in their product development and in their quality . . . I think they're better suited to compete against the Japanese."

obituaries

Dealer Pettit killed in flying accident

DEVON, Pa. — Horace Pettit Jr., 56, president of Carson-Pettit, Inc., a Mercedes-Benz and Peugeot dealership here, was killed May 11 when his glider plane crashed near the Perkiomen Valley Airport.

Pettit and James T. Carson founded the dealership in 1957.

Frederick M. Glassford

MARCO ISLAND, Fla. — Frederick M. Glassford, 70, who retired from Chrysler Corp. in 1973 as vice president - manufacturing engineering, died here May 10. Mr. Glassford started at Dodge in 1932, and went on to become vice president and group executive, Car & Truck Assembly Group, and vice president and director, quality and reliability.

Walter C. Grebe

ST. LOUIS. — Walter C. Grebe, 86, a founder of Grebe Motor Co., died April 21. He and his brothers, Ottmar, August and Edmund, started the South St. Louis Oldsmobile dealership in 1924. Mr. Grebe was president of the company and retired in 1955.

Wiese buys Mazda deal

HIGHLAND, Ind. — Norman E. Wiese has purchased Highland Imports (Mazda) here and has changed the name to Coral Motor Cars, Inc.

Volvo's first U. S. deal for 40-foot bus

Volvo of America Corp.'s Bus Division has signed a $5.9-million contract with the Rhode Island Public Transit Authority for 42 standard-size buses and, pending approval of the Urban Mass Transportation Administration, an option for seven additional vehicles. This is Volvo's first contract for its 40-foot Advance Design Bus since entering the U. S. transit bus market in 1983, the company said.

Domestic dealership total rises again; up 7 in quarter

Continued from Page 1

Buick, Oldsmobile and Pontiac and 5 for Cadillac.

The declines were minimal: 4 for Renault, 5 for Chevrolet, 6 for Volkswagen and 12 for AMC.

Chrysler Corp. had 3,894 car dealerships on April 1, compared with 3,864 on Jan. 1, It was Chrysler's sixth consecutive quarterly advance. Since the string began Oct. 1, 1982, Chrysler has had a net gain of 265 dealerships.

The gain of 30 outlets this year was a bit better than last year's jump of 27 and was Chrysler's best first-quarter performance since 1965.

Franchise totals on April 1 were Chrysler, 2,924; Plymouth, 2,870, and Dodge car, 2,779.

In addition to its 3,894 car dealerships, Chrysler Corp. has 8 that handle only Dodge trucks. They are not included in the corporation's car-dealership total or in the Dodge car-franchise total.

• Ford Motor Co. ended the first quarter with 5,515 car dealerships, up 7 from 5,508 at the beginning of the year. It was the company's best first-quarter showing since 1973.

Last year, Ford Motor was down 11 for the initial three months.

Ford Motor now has been on the plus side for four straight quarters and has added 112 outlets during that span.

Franchise totals on April 1 were: Ford car, 4,685; Mercury, 2,693, and Lincoln, 1,559.

There are 107 dealerships in the Ford family that handle only Ford heavy-duty trucks. They are not included in the Ford Motor car-dealer total or in Ford Division car-franchise total.

General Motors, which has nearly half of the domestic-car dealers, held steady in the first quarter. It wound up with 10,030, down only 10 from the beginning of the year.

Last year, GM was off 50 for the first quarter. The 1984 slip was GM's lightest since the 1976-79 period. First-quarter drops were 5 apiece for 1976 and 1977 and 10 apiece for the 1978 and 1979.

GM franchise totals on April 1 were Chevrolet, 5,150; Oldsmobile, 3,185; Pontiac, 2,990; Buick, 2,955, and Cadillac, 1,600.

Chevrolet has the nation's biggest domestic-car dealer organization, and Oldsmobile is tnird after Ford Division.

On April 1, the American Motors-Renault dealer total was 1,511, down 15 from 1,526 at the beginning of the year. About 84 percent of the 1,511 handle both makes.

Last year, AMC-Renault showed a gain of one for the first quarter.

Franchise totals on April 1 were 1,428 for AMC and 1,352 for Renault.

AMC has an estimated 770 duals with Big Three makes and Renault is included in nearly 90 percent of those combinations. There are also about 75 AMC-VW locations, with about half of them including Renault.

Volkswagen had 900 dealerships on April 1, down 6 from the beginning of the year. In 1983, VW was off 14 for the first quarter.

VW has an estimated 140 duals with other makes of U.S.-built cars.

Going back a year, the latest total of 20,848 domestic-car dealerships is up 97 from the 20,751 counted on April 1, 1983.

During the period, there have been gains of 230 for Chrysler Corp. and 112 for Ford Motor and drops of 80 for GM, 79 for AMC-Renault and 20 for VW. That's plus of 163, which is reduced to 97 by a change in the number of intercorporate duals.

U. S. FRANCHISES

	April 1, 1984	Jan. 1, 1984
AMERICAN MOTORS-RENAULT		
AMC	1,428	1,440
Renault	1,352	1,356
CHRYSLER CORP.		
Chrysler	2,924	2,888
Dodge	2,779	2,744
Plymouth	2,870	2,831
FORD MOTOR CO.		
Ford	4,685	4,677
Lincoln	1,559	1,552
Mercury	2,693	2,680
GENERAL MOTORS		
Buick	2,955	2,945
Cadillac	1,600	1,595
Chevrolet	5,150	5,155
Oldsmobile	3,185	3,175
Pontiac	2,990	2,980
VOLKSWAGEN	900	906

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Week's production is 167,935

Overtime heavy, but car output dips

By Joe Wilssens
Staff Writer

U. S. auto manufacturers scheduled overtime at 18 assembly facilities last week but still saw production slip from the prior week's build.

Domestic auto makers slated production of 167,935 units last week, down 1.89 percent from the prior week's 171,170. Last week's tally however, remained 8.19 percent above the year-ago week's 155,218.

So far this year, 3,328,411 cars have been assembled in the U. S., 35.27 percent greater than 2,460,583 completed during the same 1983 period.

Breakdown for last week by company was: General Motors, 54.14 percent; Ford Motor Co., 23.14 percent; Chrysler Corp., 16.67 percent; American Motors, 2.86 percent; Honda, 1.79 percent, and Volkswagen of America, 1.40 percent.

GM dominated overtime assembly last week with 11 facilities working Saturday (May 19). The company's Detroit, Doraville (Ga.), Fairfax (Kans.), Framingham (Mass.), Janesville (Wis.), Lordstown (O.), Oklahoma City and Van Nuys (Calif.) plants worked two Saturday overtime shifts while Lakewood (Ga.), Orion (Mich.) and Wentzville (Mo.) worked one Saturday overtime shift.

Ford scheduled Saturday overtime at its Atlanta and Wixom (Mich.) plants.

At Chrysler, Belvidere (Ill.), Newark (Del.) and St. Louis plants No. 1 and No. 2 worked two 9-hour daily shifts last week while Jefferson (Det.) worked two 8½-hour daily shifts. Newark, Jefferson and both St. Louis facilities also worked two 8-hour Saturday shifts.

Some Jaguar dealers face nonrenewal of franchise

Continued from Page 2

sought advice from their attorneys.

Some say they think Jaguar is trying to circumvent the New York Dealer Franchise Act, which goes into effect July 1 and prohibits termination of a franchise without cause.

Others say Jaguar wants them to upgrade their dealerships into "super facilities" that ultimately will bury the dealers financially.

Nevertheless, Whitehead said his company wants dealers to be located where Jaguar buyers live and thus become more profitable by increasing the number of sales per dealer.

"We want to make absolutely sure that every dealer is going to provide the best possible sales and service for this product," Whitehead said.

• Jaguar hired a marketing firm to assess how many dealers Jaguar needed and where they should be located. It was determined that in some areas, including Los Angeles, Mercedes-Benz dealers sold 400 cars while a Jaguar dealer sold 100.

"There's no way he can be competitive," said Dale.

Sales per Jaguar dealer slumped to 11 a year in 1980, but climbed to 49 in 1982 and 81 last year. Jaguar's goal is to eventually match Mercedes-Benz at 160 to 180 annual sales per dealer.

Dale added that the reorganization plan is to ready the dealer network for Jaguar's ambitious expansion plans. The firm hopes to double sales to 30,000 a year in the U. S. in the next five years. This year's sales are expected to hit 17,500, while sales four years ago totaled only 3,000. Last year's total of 15,815 was an alltime high for Jaguar in the U. S.

"A few years ago, we were selling medium-to-low-priced sports cars. Jaguar was only a small part of our business," Whitehead said. But today the company relies solely on its luxury model sales.

"Our customer has changed," he said. "He's generally very wealthy. Our dealers have to be more compatible to his lifestyle . . . He needs to be looked after."

In addition, the U. S., which is Jaguar's No. 1 market, is becoming increasingly more important. Jaguar sales in Britain have been only half of U. S. sales, and eventually 60 percent of Jaguar sales will be in the U. S.

Overtime lifts truck production to 1984 peak

Overtime at six truck facilities last week helped lift U. S. truck production to its highest weekly total for 1984.

Domestic truck manufacturers targeted completion of 66,575 units last week, 2.85 percent greater than the previous week's 64,732 and 26.22 percent above the year-ago week's 52,744.

Year-to-date, the makers have assembled 1,240,812 trucks, a substantial 45.19 percent improvement from 854,628 built during the same 1983 period.

Ford Motor Co. scheduled Saturday (May 19) overtime at its Louisville and Norfolk plants.

General Motors worked two Saturday overtime shifts at Janesville (Wis.), Lordstown (O.) and Pontiac plant No. 5. GM's Detroit facility worked one Saturday overtime shift.

Canadian output drops below year-ago week

Canadian auto production last week dipped below that of the previous week and the year-ago week.

Canadian auto manufacturers slated production of 21,648 units last week, 13.40 percent below the previous week's 1984 high of 24,997. Last week's assembly also was 11.85 percent below the 24,557 autos completed during the year-ago week.

Car production last week was low, in part, because American Motors' Brampton (Ont.) facility was down for inventory adjustment.

To date this year, the makers have assembled 446,447 autos, 10.80 percent better than 402,934 completed during the same 1983 period.

Canadian truck manufacturers targeted completion of 14,914 units last week, down 9.5 percent from the prior week's 16,398, but the total was 39.29 percent above the year-ago week's 10,707. A dip at General Motors was the major reason for the decline last week.

Year-to-date, 330,892 trucks have been completed, 60.33 percent above 206,384 finished during the comparable 1983 period.

Chrysler Corp. estimated completion of 1,905 Dodge Caravans, 1,895 Plymouth Voyagers and 760 Mini Ram Vans at its Windsor (Ont.) plant last week, bringing the year-to-date T-115 total to 84,028.

U. S. CAR PRODUCTION

	Week Ended May 19, 1984	Ended Week May 21, 1983	Week Ended May 12, 1984	May to Date	Jan. 1, to May 21, 1983	Jan. 1, to May 19, 1984
AMERICAN MOTORS	4,800	4,120	4,806	13,447	68,071	78,664
AMC Total	.....	.....	.....	.....	4,071	.....
Eagle	.....	.....	.....	.....	4,071	.....
Renault Total	4,800	4,120	4,806	13,447	64,000	78,664
Alliance	2,750	4,120	2,751	7,674	64,000	42,735
Encore	2,050	.....	2,055	5,773	.....	35,929
CHRYSLER CORP.	28,000	22,096	28,749	78,090	329,564	527,232
Plymouth Total	8,300	7,423	8,238	23,362	121,350	156,606
Horizon	3,800	3,043	3,335	10,395	40,484	64,512
Reliant	3,600	4,152	4,030	10,584	78,951	80,346
Caravelle†	200	228	237	605	1,915	3,733
Gran Fury	700	.....	636	1,778	.....	8,015
Chrysler Total	9,600	5,568	10,124	26,631	79,076	175,884
LeBaron	3,100	2,656	3,141	8,365	37,612	52,753
Laser	1,700	.....	1,928	4,938	.....	32,033
Chrysler E-Class	2,300	2,912	2,771	6,912	41,464	44,438
Fifth Avenue	2,500	.....	2,284	6,416	.....	46,660
Dodge Total	10,100	9,105	10,387	28,097	129,138	194,742
Omni	3,000	3,255	2,547	8,018	44,233	58,720
Aries	3,300	3,832	3,506	9,069	55,100	64,018
Daytona	1,200	.....	1,220	3,187	.....	24,507
Dodge 400	.....	1,211	.....	.....	13,724	.....
Dodge 600	1,700	807	1,928	4,948	16,081	34,016
Diplomat	900	.....	1,186	2,875	.....	13,481
FORD MOTOR	38,857	38,273	39,415	109,215	572,773	707,416
Ford Division	24,524	24,177	25,876	70,996	373,801	462,638
Escort	7,659	7,630	7,688	22,017	106,675	143,165
Fairmont	.....	.....	.....	.....	23,728	.....
Mustang	3,156	3,148	3,098	8,774	51,072	52,559
LTD	4,299	3,602	4,158	11,842	71,219	91,270
Thunderbird	3,261	5,698	3,638	9,675	80,161	64,879
Crown Victoria	1,346	2,041	1,592	4,211	35,878	32,078
EXP	545	.....	552	1,598	1,184	12,880
Tempo	4,258	2,058	5,150	12,879	3,884	65,807
L-M Division	14,333	14,096	13,539	38,219	198,972	244,778
Mercury Total	10,155	11,334	9,402	27,150	156,960	176,552
Lynx	1,204	1,413	1,191	3,465	26,396	28,221
Capri	477	1,024	560	1,429	9,575	7,652
Zephyr	.....	.....	.....	.....	8,601	.....
Marquis	2,888	2,173	2,773	7,791	29,030	44,438
Cougar	2,425	3,924	1,963	6,083	39,079	40,942
Grand Marquis	2,283	2,201	2,028	5,929	42,628	37,682
LN7	.....	.....	.....	.....	290	.....
Topaz	878	599	887	2,453	1,361	17,617
Lincoln Total	4,178	2,762	4,137	11,069	42,012	68,226
Continental	1,103	273	1,092	2,924	6,896	14,239
Lincoln	2,613	1,569	2,588	6,923	20,939	39,474
Mark VI/VII	462	920	457	1,222	14,177	14,513
GENERAL MOTORS	90,928	87,626	92,762	255,701	1,442,370	1,918,975
Buick Division	19,544	19,467	19,812	55,581	333,112	409,572
Skylark	2,087	1,756	2,099	5,800	36,327	38,986
Skyhawk	2,983	1,618	2,924	8,368	28,494	65,474
Century	4,834	4,286	4,127	12,744	57,492	90,534
Regal	3,960	4,422	4,769	12,478	99,694	90,200
Buick	3,252	6,509	3,552	9,634	94,671	90,511
Riviera	894	876	971	2,576	16,434	21,834
Electra (fwd)	1,534	.....	1,370	3,981	.....	12,033
Cadillac Division	6,589	7,241	5,933	16,979	133,091	135,651
Cimarron	290	307	279	812	8,943	7,753
Seville	881	752	961	2,544	14,419	16,969
Eldorado	1,675	1,684	1,821	4,826	31,252	31,465
Cadillac	2,098	4,498	1,567	4,831	78,477	66,902
DeVille (fwd)	1,645	.....	1,305	3,966	.....	12,562
Chevrolet Division	30,698	29,044	33,253	89,433	443,926	660,175
Chevette	1,678	3,758	5,840	11,866	75,294	92,416
Cavalier	9,012	6,011	8,400	24,008	95,066	166,706
Celebrity	6,774	3,687	5,720	17,962	33,165	120,904
Camaro	6,115	5,284	5,539	14,701	74,022	105,871
Citation	2,245	1,773	2,290	6,414	41,142	44,445
Malibu/El Camino	772	3,703	931	2,366	59,831	14,291
Monte Carlo	885	2,329	1,063	2,628	36,272	54,150
Chevrolet	2,592	1,879	2,858	7,765	21,359	48,061
Corvette	625	620	612	1,723	7,775	13,331
Oldsmobile Division	22,953	21,777	22,707	62,654	386,032	482,241
Omega	983	813	938	2,768	24,233	21,325
Firenza	1,865	1,414	1,845	5,157	18,484	31,614
Cutlass Supreme	3,163	5,861	4,836	11,291	113,180	133,197
Cutlass Ciera	6,629	5,216	5,677	17,069	73,647	112,085
Oldsmobile	7,604	7,722	6,838	19,291	140,816	152,375
Olds 98 (fwd)	1,749	.....	1,532	4,312	.....	13,026
Toronado	960	751	1,041	2,766	15,672	18,619
Pontiac Division	11,144	10,097	11,057	31,054	146,209	231,336
Acadian†	450	993	471	1,440	6,279	8,713
2000 Sunbird	3,738	2,309	3,198	9,885	38,200	59,846
1000	524	1,725	1,246	2,826	15,130	18,312
Firebird	2,565	2,193	2,225	6,264	35,688	44,685
Phoenix	855	398	864	2,294	11,546	8,306
Grand Prix/Bonneville	.....	2,479	.....	.....	39,366	29,733
Parisienne	312	.....	320	847	.....	12,230
Fiero	2,700	.....	2,733	7,498	.....	49,411
HONDA	3,000	1,090	2,867	8,148	11,587	49,486
VOLKSWAGEN	2,350	2,013	2,571	6,959	36,218	46,638
Total Cars, U. S.	167,935	155,218	171,170	471,560	2,460,583	3,328,411
Total Cars, Canada	21,648	24,557	24,997	65,579	402,934	446,447
N. American Cars	189,583	179,775	196,167	537,139	2,683,517	3,774,858
N. American Trucks	81,489	63,451	81,130	227,408	1,061,012	1,571,704
North American Cars and Trucks	271,072	243,226	277,297	764,547	3,924,529	5,346,562

†—All Acadians and Caravelles are built for sale in Canada. *—Estimated.

CANADIAN CAR PRODUCTION

	Week Ended May 19, 1984	Week Ended May 21, 1983	Week Ended May 12, 1984	May to Date	Jan. 1, to May 21, 1983	Jan. 1, to May 19, 1984
AMERICAN MOTORS	.....	819	610	1,097	12,073	9,339
CHRYSLER CORP.	.....	4,424	.....	.....	92,239	.....
FORD MOTOR	10,600	8,656	10,552	29,290	77,171	171,566
GENERAL MOTORS	10,823	10,478	13,610	34,562	217,266	261,172
VOLVO	225	180	225	630	4,185	4,370
Total Cars, Canada	21,648	24,557	24,997	65,579	402,934	446,447

TRUCK PRODUCTION IN U. S.†

	Week Ended May 19, 1984	Week Ended May 21, 1983	Week Ended May 12, 1984	May to Date	Jan. 1, to May 21, 1983	Jan. 1, to May 19, 1984
CHEVROLET	20,496	17,786	19,867	55,379	294,883	391,848
DODGE	4,100	3,140	4,148	11,525	52,012	82,027
FORD	26,793	21,345	25,852	72,651	338,773	477,133
GMC	6,916	5,953	6,512	18,623	99,146	127,032
INTERNATIONAL	1,620	1,250	1,587	4,474	18,717	29,471
VOLKSWAGEN	.....	.....	.....	.....	2,079	.....
JEEP	3,800	2,220	3,848	10,625	28,978	74,759
NISSAN	1,800	.....	1,868	5,250	.....	36,902
AM GENERAL	50*	50*	50*	140*	950*	1,040*
MISCELLANEOUS	1,000*	1,000*	1,000*	2,800	19,000*	20,600*
Total Trucks, U. S.	66,575	52,744	64,732	181,467	854,628	1,240,812

CANADIAN TRUCK PRODUCTION

	Week Ended May 19, 1984	Week Ended May 21, 1983	Week Ended May 12, 1984	May to Date	Jan. 1, to May 21, 1983	Jan. 1, to May 19, 1984
CHRYSLER CORP.	6,800	2,540	6,456	20,378	54,025	141,243
FORD MOTOR	3,400	3,540	3,422	9,560	53,146	64,773
GENERAL MOTORS	4,544	4,386	6,348	15,533	95,998	122,003
INTERNATIONAL	170	241	172	470	3,215	2,873
Total Trucks, Canada	14,914	10,707	16,398	45,941	206,384	330,892
N. American Trucks	81,489	63,451	81,130	227,408	1,061,012	1,571,704

†—Now includes window van production. *—Estimated.
Jeep includes commercial only. AM General includes government-destined vehicles.

MAY 28 1984

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May 28, 1984

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59th year—$40 per year, $1.00 per copy

From Ford in '86

Jim Dunne

Taurus disguised as Tempo?

Ford's front-drive Taurus for 1986 is said to include a number of maintenance/upkeep savers like lifetime brake fluid, shocks able to go 100,000 miles and wheels aligned permanently for normal driving conditions. The 106-inch-wheelbase car will be marketed its first year as a four-door sedan and four-door station wagon.

U.S. auto makers differ on domestic-content bill

By Helen Kahn
Washington Bureau Chief

WASHINGTON. — Positions of the four domestic makers — differing among themselves on the UAW-backed domestic content bill — highlighted the second of the Senate hearings in Washington.

Ford was the odd-man out since its witness, Ford Vice President Kenneth Whipple, waffled. Under questioning, Ford refused to be either for or against the bill, but indicated that if the company could not get some kind of relief — better yen/dollar balance, relief from Japan's commodity tax or better U. S. tax treatment, then "disappointedly" Ford might have to go for local-content legislation.

Chrysler was specifically opposed to the UAW bill and in general opposed to such legislation, according to Washington Vice President Robert Perkins, who has had long experience in Japan and in Australia with its own content law.

But Perkins was peddling his boss' position — the Iacocca plan: Governmental action to make a "level playing field" by balancing the yen/dollar relationship and tax differentials in exchange for which Chrysler would freeze prices and limit its executive bonuses to about half those of its competitors, and in exchange for changing union work rules, Chrysler would freeze its foreign outsourcing at 7 percent.

• General Motors' Vice President Marina Whitman absolutely opposes the UAW bill and expressed distrust of the inflexibility of legislation. But she said she also thought government had a role in helping the auto industry by reducing the size of the federal budget and using monetary and fiscal policies (particularly in its effect on yen/dollar imbalance) and through domestic tax, regulatory and antitrust measures affecting the industry both domestically and globally.

Whitman — while stressing the importance of the new approach in the "no year" Saturn project and the joint venture with Toyota in California — failed to mention the rest of GM's Asian strategy, which involves importing cars from Japan. That strategy is now hindered by the Japanese "voluntary" auto restraints. In fact, although the other three companies all vigorously support continuation of restraint, GM does not, although when asked, Whitman failed to comment.

In addition, she surprised her colleagues and Michigan Senator Don Riegle by saying tax burdens of U. S. companies were about equal to those of Japanese corporations. (Last week, the independent Congressional Budget Office said the Japanese paid about 50.5 percent in taxes and the U. S. companies paid about 27.7 percent.)

Whitman explained that while the corporate taxes in Japan exceed those in the U. S., American firms pay higher taxes on employes and GM thinks the tax burden in both countries as a percentage of sales is about the same. But if American firms can reduce the number of labor hours used to make a car, then they can compete with the Japanese with their less labor-intensive production.

American Motors' Marvin Stuckey opposed the UAW bill but did not necessarily oppose the idea of local content as a way to bring Japanese makers into manufacturing in the U. S.

AMC, now a partner with the

Continued on Page 59, Col. 1

Detroit rallies support for Grand Prix

By Joseph Bohn
Marketing Editor

"Race on Sunday, sell on Monday" is still the underlying slogan as Detroit manufacturers, dealers and suppliers rally around the third Detroit Grand Prix. It will be held June 22-24.

From a purely national media standpoint, some $900,000 is being spent on commercials by auto divisions and supplier firms on the June 24 telecast, running from 1 p.m. to 3:30 p.m. on CBS. A 30-second spot costs $36,000 this year, up from $34,000 in 1983. The rate is nonnegotiable. All the sponsors paid it, according to industry sources.

Expectations by some are that the event will draw a 4.2 TV rating — not as good as a Daytona 500, but about average for a typical weekend race.

On a cost-per-thousand basis, the Detroit Grand Prix is more expensive than, say, an ABC Wide World of Sports telecast. But for emotional and promotional reasons, Detroit advertisers are willing to pay a little more to be in on it.

Auto sponsors with 30-second spots in the national telecast include Chevrolet, Ford, Lincoln-Mercury, Chrysler and American Motors with two spots each and Dodge with four.

Auto-related advertisers include Goodyear Tire with four commercials, A. C. Delco with two, Ford Parts and Service with one, GMAC with two and STP with one.

Sponsors, of course, are highlighting their performance cars. Ford, for example, will have a Jackie Stewart NASCAR

Continued on Page 54, Col. 4

breaking news

Pontiac slated to sell Korean Kadette in 1987

DETROIT. — General Motors probably will market the subcompact built by its Korean partner, Dae Woo, through Pontiac dealers, President F. James McDonald confirmed at the company's annual meeting. The Opel-designed Kadette will be introduced in Germany in 1985, in Korea in 1986 and in parts of the U. S. in 1987.

GM plans to spend $6 billion for capital projects this year, up from $4 billion last year. Record was $9.7 billion, in 1981. Chairman Roger B. Smith defended executive bonuses at length in his speech and urged the UAW to use restraint in its contract bargaining this fall.

Nissan Diesel dickers to build trucks in China

TOKYO.—Nissan Diesel Motor Co., the leading truck manufacturer in Japan, is negotiating with Mainland China to set up a joint venture to produce 20,000 large trucks there annually, according to a report published here. The trucks would be built in a plant of the Second Automotive Factory in central China, where medium-sized Dongfeng trucks are now produced at an annual rate of 60,000. It is anticipated that an agreement will be finalized later this year.

GM goes offshore for '85 seatbelts

DETROIT.—Fisher Body Overseas Corp. will be shipping seatbelts made in Ireland for use in several 1985-model cars. It is General Motors' first significant move to offshore sourcing of seat-belt assemblies, currently purchased mainly from independent suppliers in the U. S.

At Automotive News World Congress

Tippett, McBride to be spotlighted

Paul Tippett, chairman of American Motors, will kick off Automotive News Week by delivering keynote remarks at the ninth annual Automotive News World Congress.

Automotive News Week will be observed Aug. 26-30, with the World Congress in session Aug. 26-29 at the Westin Hotel in the Renaissance Center and the third annual Automotive News World Expo open Aug. 28-30 at nearby Cobo Hall.

Tippett, as World Congress keynoter, is expected to deliver a state of the industry report to those attending the Sunday evening opening of the 3½-day affair.

Robert McBride, president, National Steel Corp., Pittsburgh, will join Tippett on the speakers' dais on opening night of the World Congress. McBride is expected to speak on the survival of U. S. industry.

Both portions of Automotive News Week will have a strong international flavor, as has been the case in the past.

Participants in the World Congress will get a close-up

Continued on Page 59, Col. 1

Paul Tippett

Robert McBride

Strikers plan German march for solidarity

BONN, West Germany. — A solidarity march on the capital of the Federal Republic here is planned for today (May 28) by members of the metalworking union, IG Metal.

This follows a week in which German auto industry output has been paralyzed by strikes and subsequent lock-outs. The effects were soon being felt around Europe as stocks of components dried up.

The strike, the first of its kind in the country for six years, is over union demands for a reduction in the working week from 40 to 35 hours. This, it is claimed, could reduce the country's high unemployment, but employers maintain that it will increase costs and jeopardize job security over the longer term.

Last week's strike target spread from North Baden-Wurttemberg to the state of Hesse. Nine plants, including the Adam Opel complex at Russelsheim, were directly involved. The block on production of key components led to widespread lockouts by companies.

Volkswagen is scheduled to go down today, after the second shift and remain closed all week. Because of its relatively remote location in Wolfsburg, VW has been less committed to kan-ban and this permitted it to operate last week.

Union bitterness increased with the news that the federal labor office will not compensate workers affected by factory lockouts. These people, unpaid by employers and the union, will be in the vanguard of today's march on Bonn.

No compromise was in sight toward the end of last week. But the feeling among observers is that the strike is so damaging that it would be wiser "to work toward" a 35-hour week over a period of five years.

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How U.S. customs disposes of seized gray-market cars

By Richard Johnson
Staff Writer

The U. S. Customs Service is becoming something of a distributor for expensive gray-market European cars which are denied entrance into the country because they do not comply with federal emission and safety standards.

Cars seized for technical violations are usually auctioned off by Customs or the General Services Administration (GSA). Others are pressed into some form of government service and a few are destroyed.

Most automobiles detained at the border for non-conformance are either upgraded by the importer or delivered to a country where they are suitable for use. But a significant number of cars fall into government hands when owners choose not to pay for modification of the vehicle nor arrange for re-shipment.

Customs officials say cars seized in connection with narcotics arrests and other criminal activities are frrequently old, worn-out and cheap. However, imported autos stopped for non-compliance tend to be upscale or exotic models with hefty price tags.

As a result, the government has been cast as a middleman of sorts for the likes of Mercedes-Benz, Porsche and Ferrari products which cannot be imported without substantial mechanical adjustments.

• U. S. Customs seized 9,481 vehicles valued at $63.9 million during the 1983 fiscal year. Only a small percentage of the seizures are attributed to technical violations, but agency officials report an increase in the number of non-complying cars which seek entry.

A spokesman for the EPA imports section said 16,000 cars were halted at the border for lack of agency certification in 1983. Approximately one percent of those cars were not brought up to standard and therefore never given a release to operate in the U. S.

Jerome Hollander, a public affairs officer with U. S. Customs in Los Angeles, said 400 to 500 cars which fail to comply with EPA emissions and NHTSA safety standards attempt to enter through local ports each month. He pegged the Los Angeles total at about 25 percent of the nationwide figure, and said 25-30 cars a month are seized in the area for lack of compliance.

"It is clear a large number of them are not being brought into conformity," he said.

Joan Baran, of the U. S. Customs office in New York, said 200 to 300 cars per month are detained at the ports of New York and Newark because they don't meet standards. About 50 to 60 a month are ultimately seized, she said.

An increasing number of imported cars are being illegally distributed in the U. S. via the so-called gray market, according to the Customs Service. But not all improperly equipped cars are brought in through commercial operations. Many individuals attempt to import cars for private use with little or no understanding of necessary modifications.

When a car is detained, the owner has three alternatives. He may bring the car into compliance, arrange for re-exportation or abandon it. The EPA allows 90 days to make the necessary revisions and the Department of Transportation permits 120 days. With extensions a car owner can typically get up to six months to outfit a car for the U. S.

"It is quite often a sad procedure," said Charles Conroy, a public affairs officer for the Customs Service in Houston. "Obviously, some don't understand what the rules are. They end up doing a lot of work trying to find out how much it costs to bring it up to standard.

"Sometimes, is just cannot be done; the car has to be dismantled and you start over again," he said. "The owner will say, 'I didn't know it was going to cost me $7,000' and decide to re-export.

"Then they find out the cost to re-export includes broker fees, bonding, insurance, negotiations with some kind of commercial organization and transportation itself. It is almost endless and they frequently become discouraged and simply walk away and abandon the car to the U. S. Government.

"In that case, we will sell it at a public auction."

Conroy said the car is sold exactly as is to the highest bidder. Prospective purchasers are made aware of the car's condition and advised that it is illegal to drive it in the U. S. without modification.

He said buyers can frequently find a bargain, but never a giveaway, since value specialists on the Customs staff set minimum prices. The purchaser is also required to pay the duty rate on the car.

• Moyce Woodard, manager of the GSA's personal property center in Cape Kennedy, Fla., currently has three Mercedes models for sale. Woodard, who supervises auctions for the Customs Service in Florida, said bids will be opened on June 7 for a 1972 Mercedes 220-D, a 1974 Mercedes 200-D and a 1975 Mercedes 240-D. Minimum prices set for the three automobiles are classified.

Woodard said he believed that cars auctioned off by the government must be re-exported by the new owner. However, Ed Kittredge, of the Washington public affairs office of U. S. Customs, said buyers may operate cars purchased at auction in the U. S. if they are brought into EPA and NHTSA compliance.

Hollander said a car seized for failure to conform is apt to be a "high-end Porsche or Mercedes, or an exotic like Ferrari."

Conroy said luxury Mercedes models frequently turn up on the auction block in Houston. But he also said that several less expensive, older imports have been sold in recent years.

"There may be some low-end cars," said Hollander. "But those are the kind of cars you read about being destroyed."

Customs officials around the country say destruction of abandoned cars is rare. It usually happens to lower-priced imports which attract little interest among buyers because the cost of conversion outweighs the value of the automobile.

The case of an Oregon woman who purchased a car in Australia several years ago attracted widespread media attention, according to Kittredge.

"The woman didn't have enough money to meet standards or re-export it," he said. "There was a big hullabaloo and a judge ordered it destroyed. But I've never heard of another case of a car being destroyed."

Some cars are transferred to other government agencies for use. However, Della Atias, GSA's director of seized property, said vehicles driven by gov-

Continued on Page 59, Col. 2

Tooling snag delays Ford on Aerostar plant

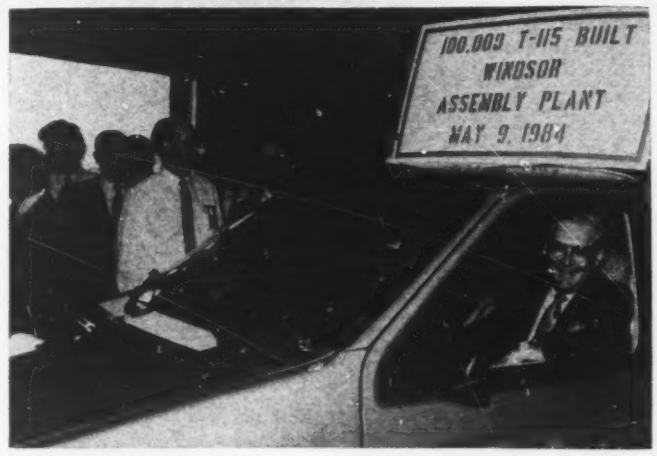
ST. LOUIS. — Ford Motor Co. is experiencing delays in obtaining the proper tools and equipment for its $200-million expansion that will launch the Aerostar minivan at the suburban Hazelwood plant here, according to a company spokesman.

The plant is adding 400,000 square feet of space to turn out the minivans, which will be introduced next year.

Sometime late this year or early next year, the plant will phase out Ford Crown Victoria and Mercury Grand Marquis and become the sole producer of the minivan. Production of the passenger car will be moved to Canada.

Coach Builders converts the Seville

Coach Builders, Ltd., High Springs, Fla., has made first deliveries of its new four-door Cadillac Seville convertible conversions. The car features completely padded and insulated roof, color-coordinated headliner, power-operated top system, fully reinforced body structure and retention of full seating and trunk capacity, Coach Builders said.



Minivan milestone

Chrysler Corp.'s Windsor (Ont.) Assembly Plant built its 100,000th T-115 minivan. Chrysler Canada President M. J. (Moe) Closs drives the milestone Plymouth Voyager off the line.

Mid-month car sales period's best since '78

By Jenny L. King
Staff Writer

Domestic new-car sales continued their long growth spurt during mid-May, reaching the highest total for the period since the boom year of 1978.

With one less selling day this year, the 22.15-percent daily rate gain was more impressive than the year-to-year comparison's 8.57-percent increase.

Sales have exceeded the 1983 total in every 10-day period this year.

Combined sales for the U. S. auto makers May 11-20 were 226,797, up 8.57 percent from 208,888 last year. The daily rate for the period was 28,350, up 22.15 percent from 23,210.

Year-to-date sales were 31.74 percent ahead of 1983, with 3,180,464 retail deliveries this year against 2,414,245.

For the period, General Motors led the industry, its sales up 13.39 percent (27.57 percent daily rate) to 139,925 from 123,397.

Ford Motor Co. was up 6.67 percent (20.00 percent daily rate) to 50,489 from 47,331. Chrysler Corp. reported sales of 27,445 units, down 2.10 percent (up 10.14 percent daily rate) from 28,034 a year earlier.

American Motors dropped to an estimated 4,450 sales from 5,900, a decline of 24.58 percent (down 15.24 percent daily rate). Volkswagen dropped 31.04 percent (down 22.47 percent daily rate) to 1,946 from 2,822, and Honda doubled its sales to 2,542 from 1,404.

• Along with the greatest sales improvement came a larger piece of the mid-month market for GM, which held 61.70 percent this year compared with 59.07 percent in 1983. Ford dipped to 22.26 percent from 22.66 percent. Chrysler was pushed back to 12.10 percent from 13.42 percent. Honda climbed to 1.12 percent from 0.67 percent, AMC dropped to 1.96 percent from 2.83 percent and VW had 0.86 percent compared with 1.35 percent.

Of GM's five makes, Pontiac made the most progress May 11-20 with a 42.08-percent sales increase. Buick was up 18.14 percent, Chevrolet was up 15.05 percent, Oldsmobile was up 1.04 percent and Cadillac dropped 10.08 percent.

At Ford Motor Co., Ford was down 2.43 percent, Mercury was up 20.60 percent and Lincoln was up 54.14 percent.

Chrysler was up 5.09 percent, Dodge was up 4.29 percent and Plymouth dropped 14.77 percent. AMC plunged an estimated 73.68 percent and Renault slipped 1.25 percent.

Chevrolet Cavalier was the best-selling nameplate in the period, with 11,009 sales to its credit. Second was Oldsmobile Cutlass Supreme at 10,442, followed by Chevrolet Celebrity at 10,152, Ford Escort at 8,898 and Cutlass Cierra at 8,666.

At the May 11-20 pace, annualized sales were running 7.8 million domestic cars.

Ford Credit to offer $750 million in notes

DEARBORN. — Ford Motor Credit Co. has filed a shelf registration with the Securities and Exchange Commission for a proposed public offering of up to $750 million in notes.

Proceeds from the sale will be added to Ford Credit's general funds for purchasing receivables, for loans and for debt retirement. Proceeds may also be used to reduce short-term borrowings or invested temporarily in short-term securities.

DOMESTIC SALES

	May 11-20, 1984	May 11-20, 1983
Renault		
Alliance/Encore	3,950†	4,000†
AMC	500†	1,900†
AMERICAN MOTORS ..	4,450†	5,900†
Chrysler	8,654	8,235
Imperial	.....	39
Plymouth	8,127	9,535
Dodge	10,664	10,225
CHRYSLER CORP.	27,445	28,034
Ford	31,959	32,756
Mercury	14,151	11,734
Lincoln	4,379	2,841
FORD MOTOR CO.	50,489	47,331
Buick	29,418	24,901
Cadillac	8,165	9,080
Chevrolet	46,005	39,988
Oldsmobile	34,199	33,847
Pontiac	22,138	15,581
GENERAL MOTORS 139,925		123,397
VOLKSWAGEN	1,946	2,822
HONDA	2,542	1,404
U. S. INDUSTRY TOTAL 226,797		208,888

† estimated

For '85 light trucks

Lower fuel standard proposed by NHTSA

WASHINGTON.—In response to Ford Motor Co.'s pleas for help, NHTSA is proposing to lower the 1985 light-truck fuel-economy standard, but it has at least tentatively denied Ford relief from the 1984 standard.

Ford's request for 1984 was not "timely filed," NHTSA said. Comments are due in 30 days.

Truck makers can meet either a combined 4x4 and 4x2 standard or separate standards. Last November, Ford asked NHTSA to lower the combined 1984 and 1985 standards and the 4x2 standards. No change was asked for the 4x4 standards. But in January, Ford asked for further changes in the 1985 standard: To 19.5 MPG for the combined standard, 19.7 MPG for the 4x2 standard and 18.9 MPG for 4x4s. These are what Ford estimates its capability to be, and what NHTSA is proposing to accept.

Ford said it might miss the '84 combined standard by 1.1 MPG or the 4x2 standard by 1.2 MPG. Each vehicle sold that misses the standard by one-tenth of an MPG is subject to a fine of $5, unless the company has carryforward credits from the last three years.

Ford said it had enough for '84 models but not for '85 models. Moreover, its contingency plans for '85 light trucks is "very expensive and may produce long-term harm to the Ford light-truck business," the company said.

• In proposing the change, NHTSA said its original estimates of higher gasoline prices were wrong. While small trucks sold well, they were mostly imports, which didn't help domestic makers' truck CAFE, NHTSA said.

NHTSA said that even with the benefits of electronic fuel injection demand for bigger engines and probably bigger trucks in 1985 will cause problems.

When NHTSA set its initial standards, it did so at the level of the "least capable manufacturer"—Ford, which was then having economic difficulties. NHTSA said there now is evidence other makers are having trouble, also: General Motors has said it is experiencing losses in fuel economy. Chrysler Corp. is indicating it may miss the 1984 standard by as much as 1.5 MPG—even more than Ford.

To meet the '84 standard, Ford could restrict sales of its V-8 engine—perhaps losing sales to other makers. Ford said this might lower its sales by 100,000 to 180,000 units and mean job losses of 12,000 to 23,000 at Ford, its dealers and suppliers.

If customers just buy from another company, this would not provide any national fuel savings, Ford argued.

Granting Ford's request for 1985 would cost 1.1 billion gallons of gasoline over the life of the '85 light-truck fleet, NHTSA said.

If approved, truck fuel standards would take the unique turn from more stringent from '82 models through '84 models to less stringent with '85 models.

Moonroof for C-cars

Sky-Top Sunroofs, Ltd., St. Louis, is marketing a power moonroof to fit the General Motors '85 front-wheel-drive C-cars. It includes a stainless steel glass frame and matching trim ring and is electrically operated.

Tapes paint picture of staving off the British

DeLorean trial dwells on struggle

By Matt DeLorenzo
Los Angeles Reporter

LOS ANGELES. — Video and audio tapes played in the DeLorean drug trafficking case here last week painted a picture of the former auto maker struggling to stave off the British while waiting for an infusion of drug-related cash to save his ailing car company.

James Timothy Hoffman, a government informer and the prosecution's chief witness in the case, was questioned by Assistant U. S. Attorney James Walsh on his role in the sting operation that netted DeLorean and two others on drug charges in October, 1982.

Defense attorneys for DeLorean charged presidential counselor Edwin Meese with orchestrating DeLorean's arrest to take place in Los Angeles, where it would get more publicity. The DeLorean arrest was to play a prominent part in the Reagan Administration's highly publicized war on drugs, they said.

In Washington, Meese said he had nothing to do with the DeLorean case and had no knowledge of it except for what he read in the newspapers.

Late last week, the defense began cross-examination of Hoffman.

Putting forward its strongest evidence that DeLorean was a willing participant in the deal, the government showed a videotape of a meeting between Hoffman and DeLorean at the L'Enfant Hotel in Washington, D. C., Sept. 4, 1982.

In the tape, Hoffman tells DeLorean he can pull out of the drug deal.

"I mean, if you don't want to do it, if you want to stop, you're not compelled to," Hoffman said. DeLorean responded, "I want to proceed."

A second videotape shown last week captured a meeting between DeLorean, Hoffman and an undercover agent, John Valestra, who posed as an underworld drug figure using the name John Vicenza.

It was during that Sept. 28, 1982, meeting that the trio discussed DeLorean selling a half-interest in his car company for $30 to $40 million in drug money in order to keep the venture going.

The stock involved in the transaction was to be kept in a trust account in Vicenza's name at Eureka Federal Savings & Loan in San Carlos, Calif.

• DeLorean had already been dealing with another undercover agent, Benedict Tisa, who was posing as a crooked banker named James Benedict at the institution.

Prior to the Sept. 28 meeting, DeLorean had sent Tisa documents offering portions of the former auto maker's U. S. holdings as collateral to cover DeLorean's investment in cocaine to be purchased by William M. Hetrick. Hetrick, who was arrested the day before DeLorean, has reached a plea agreement with the government on the conspiracy charges and awaits sentencing.

It was during the Sept. 28 meeting with Hoffman and Valestra that DeLorean detailed some of the problems he was having with the British and why he needed a quick infusion of cash to keep the car company afloat.

According to DeLorean, the change in power from Labor to Conservative parties in England was responsible for the cutoff in funds from the British government.

"They said, 'Well there is going to be no more government support for industry,'" DeLorean said, "You know, 'from now on either you make it or don't make it on your own.' Well, it caught us in an awkward spot because the government still owed us the working capital portion of our contract.

"They'd already funded $228 million to build a plant, to do all the tooling, to train the

Continued on Page 4, Col. 1

GM signs pacts for steel; 4-pct. price hike denied

DETROIT. — General Motors denied that its steel prices for the 1985 model year will rise 4 percent — a figure that appeared in a newspaper report — but refused to say what the real increase will be, or whether there will in fact be an increase.

GM did not ask its steel suppliers for a percentage decrease in their prices in the way that Buick and Chevrolet asked their parts suppliers for cuts of 3.3 percent, a GM spokesperson said.

GM did retain its nine U. S. and three Canadian steel suppliers, she said.

Their shares of GM's business changed chiefly as a result of GM's efforts to single-source steel for each component and to reduce the number of steel suppliers at each plant, she said. Goal of the program is to achieve uniformity.

Steel makers refused to comment on their prices to GM. One source said he understood his company's contract required that price information remain confidential.

For the 1984 model year, GM will use about 6 million tons of steel, about 7 percent of U. S. output.

AMC offers 10.9-percent finance deal

American Motors has adopted an interest subvention program to promote sales of its small domestic cars and imported cars.

From May 24 to July 31, AMC is offering 10.9 percent financing for buyers of new '83/'84 Renault Alliance, Encore, Fuego and Sportwagon models.

Renault dealers are offering the rate on loans up to 48 months through American Motors Credit Corp. or participating lending institutions.

Car loans, having risen within the past 30 days, now range from 13.5 percent to more than 15 percent annual percentage rate in some areas.

AMC estimates savings to customers of $514 for a $7,000 finance contract to $734 for a $10,000 contract, based on 48-month financing.

AMC is absorbing the costs of the program without any dealer contribution.

Peter Guptill, general manager - U. S. sales, had earlier told Automotive News that AMC was building vehicles for a "very aggressive" summer rate of sales.

The subcompact market in which AMC competes with Alliance and Encore has been soft this year, pushing its days' supply of Alliance to 87 and Encore to 88 on May 1.

AMC's program is also aimed at countering incentives by other auto makers, such as Ford, which is offering dealers up to $400 on Tempo/Topaz sales, and Chrysler, which has been offering free automatic transmissions, valued at about $470.

Crain to start up business papers in Detroit, NYC

Crain Communications, Inc., will launch Crain's Detroit Business and Crain's New York Business within the next 12 months.

Crain now publishes Automotive News, Crain's Chicago Business and Crain's Cleveland Business among 22 business and trade publications.

The company plans to introduce its weekly New York business newspaper by Jan. 1 and the Detroit weekly publication early in 1985.

Keith E. Crain, company vice chairman who will serve as publisher, said, "There's more to Detroit than just cars. There's an awful lot of nonautomotive business news in the city and we plan to do an aggressive job of reporting the complete business picture in Detroit."

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59th year — No. 5024

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While serving as dealership consultant

$49-over apostle spreads word on computers

PALMYRA, Pa. — "The more you give, the more you get," said the tall man in the gray suit with velvet collar who was standing outside the dealership door slowly peeling off $100 bills and tossing them to the ground.

The man was Howard Van Bortel, apostle of the $49-over method of selling new cars and successful, if somewhat unorthodox, dealership consultant.

Van Bortel was not giving away the $100 bills and carefully picked them back up and put them in his pocket. He was making a point to a dealer.

"If you stood at your door and threw away $100 bills at this rate all day long, you couldn't throw away as much money as most dealers do every day by not getting customers who want to buy a car into their showroom and by not selling them a car when they do come in."

Van Bortel, who is headquartered in Palmyra, N. Y., was in Palmyra, Pa., at Klick-Lewis Buick-Chevrolet-Pontiac, where he and dealer Warren Lewis were putting the finishing touches on Van Bortel's latest wrinkle to the $49-over program — computerized selling.

The $49-over method of selling cars was devised by Van Bortel when he was a Chevrolet dealer and, he says, biggest Corvette dealer in the country.

Under this system, the cus-

Continued on Page 37, Col. 1

New low COE by Ford due here in 1985

By Arthur M. Flax
Assistant Truck Editor

Ford Motor Co. will introduce a new medium, low-cabover truck, combining North American and European design, to the North American market in the Fall of 1985, according to Edward T. Mabley, Ford Truck Operations heavy-truck product development manager.

He said the new truck, which will be available in Brazil in some 10 months, will "initially augment" Ford's aging C-Series low cabover.

Mabley said the truck will be assembled in Brazil, using the European Cargo cab on a North American chassis similar to Ford's F-Series. He called the Brazilian manufacturing facility "world class."

Ford 6.6 and 7.8-liter diesel engines, also of new design, will power the vehicles. The new direct fuel-injection, six-cylinder power plants, which have no application limitations, will be "common" to Ford's F, B and L-series vehicles after 1987, Mabley said. All U.S. versions will be turbocharged, he added.

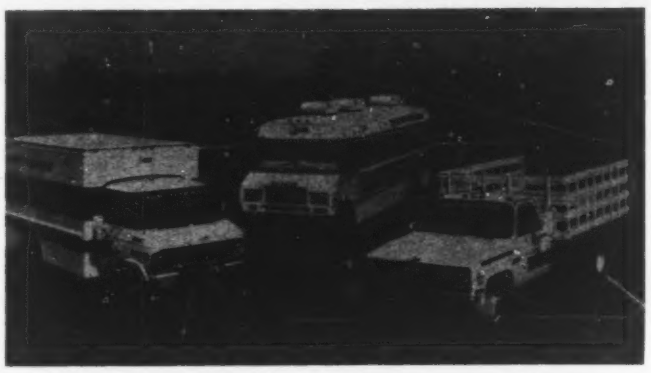
"With the dieselization of medium trucks, we felt it was very important to have our own engine," he said.

The first model of the new truck will be powered by the 6.6-liter, 165-HP diesel and later models will include a 7.8-liter turbocharged and aftercooled version of about 235 HP.

The new truck also will feature a European-styled suspension for improved ride and handling, Mabley said, and a hydraulic disc-drum brake system with an in-wheel parking brake.

"With the new truck, Ford

Continued on Page 17, Col. 1



Olympics Torch Run gets GMC's support

A fleet of 26 GMC vehicles, three of which are shown here, provide logistical support for the 82-day, 8,700-mile Olympics Torch Run relay from New York to the Summer Olympics in Los Angeles. The vehicles include motor homes on GMC chassis, tractors, straight trucks, compact pickups, vans and Suburbans.

Third of independents may buy trucks soon

CHICAGO. — More than a third of the nation's estimated 150,000 independent long-haul truck drivers soon may buy trucks, according to OTR Feedback, a new monthly study panel sponsored by Associates Commercial Corp.

Thirty-five percent of the panelists in the first of the monthly surveys said they were considering the purchase of a different truck within the next 12 months and 10 percent said they were undecided.

Of the operators considering the purchase of a truck, 53 percent said they would buy a new truck, 38 percent said they would buy a used vehicle, and the remainder said they were undecided.

A high percentage of those who said they planned to buy a truck also were among those the survey showed to be most interested in better business methods.

Bill E. Starr, executive vice president in charge of Associ-

Continued on Page 41, Col. 1

Surge in sales of trucks trims Harvester loss

CHICAGO. — A sharp upturn in truck sales enabled International Harvester to reduce its losses substantially in the second quarter of fiscal 1984.

Harvester reported that in the three-month period ended April 30, it had a loss of $6.6 million from continuing operations, down 95 percent from a year-earlier deficit of $153.1 million.

The company said a $5.8 million tax-loss carryforward

Continued on Page 44, Col. 4

Streamlined transporter seen ideal for commercial use

Penske has off-track winner, too

PARSIPPANY, N.Y.—Among the ranks of Indianapolis car-racing teams, the Penske Racing Team stands out. It is, many contend, the best prepared team on the circuit, and its cars are always immaculate.

The Penske team now will be noticed at races before its cars ever set a wheel on the track. Its new transporter is an exercise in aerodynamics that also stands out from its competitors in efficiency and appearance.

Among racing teams, there is a lot of competition as to which will show up with the best looking rig.

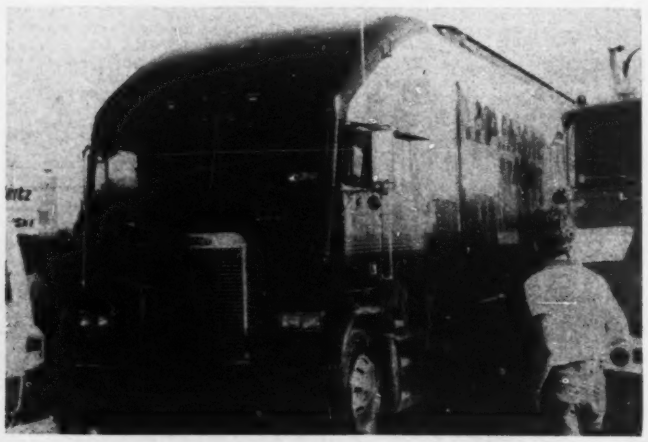
Last year, Roger Penske, race-team owner and Hertz-Penske Truck Leasing, Inc. president, decided that a rig that not only looked good, but also performed well would be an excellent tie-in with his transportation business.

"Basically we've built a prototype transporter," Penske said. "Because of the new (length) laws, we were able to take advantage of aerodynamic designs we had experience with — for instance smoothing the airflow around the wheels — and also to build a vehicle from a pure styling standpoint. It looks good in the pictures, but it really is something to see in person."

• Larry Shinoda, president, Shinoda Design Associates, was hired to design and coordinate the project, and the truck was completed in a four-month period, starting last December.

Based on a 1984 Freightliner cabover and 48-foot Great Dane trailer, the rig features a custom-designed, roof-mounted air deflector, cab extenders, articulated tractor-trailer gap seal-

Continued on Page 17, Col. 1



'Exercise in aerodynamics'

Roger Penske, race-team owner and president of Hertz-Penske Truck Leasing, Inc., calls his new tractor/trailer rig an "exercise in aerodynamics" which could have commercial applications. The prototype is used to haul race cars and racing equipment.

truck industry news

Truck registrations hit record 913,468 in '84 first quarter

Registrations of new trucks of all types in the U. S. hit an all-time high in the first quarter of 1984, topping the previous mark established in 1979 and showing healthy gains in all three market segments.

The three-month total of 913,468 units was 4.5 percent higher

Table on Page 58.

than the 874,407 vehicles registered in the like period five years ago, according to R. L. Polk & Co. statistics, and 54.2 percent greater than last year's 592,311.

In March, there were 328,710 tallies, an increase of 44.9 percent over the year ago 226,904 units.

New York and Oklahoma figures for 1984 were compiled from manufacturers' sales records. No registrations were available for the District of Columbia in March, 1984, or for Oklahoma in 1983.

Light-truck tallies in the first quarter totaled 363,395 and accounted for 94.5 percent of the industry total. The figure was 55.1 percent higher than the 556,679 units tallied in the first quarter of 1983 and 9.5 percent greater than the 788,386 units registered during the 1979 period.

The medium-truck count in the first quarter of 1984 was 10,665, a gain of 17.1 percent over the year-ago 9,111. The 1984 total was off 71.7 percent from the 37,685 units tallied in the first quarter of 1979.

Heavy-truck tallies of 39,408 units for the three months represented a 48.6 percent increase over the year-ago 26,521, and were 18.5 percent lower than the 48,336 tallied in 1979.

There were 487,501 Group 1 tallies in the first quarter of 1984, an increase of 57.6 percent over the year-earlier 309,388. The Group 2 count was up 48.9 percent to 366,702 units, com-

Continued on Page 44, Col. 3

HD registrations in 3 months rise 48.6 pct. over 1983

Heavy-duty truck registrations surged upward in the first quarter of 1984 to 39,408 units, a 48.6 percent increase over the 26,521 recorded a year earlier.

According to R. L. Polk & Co. statistics, the three-month Group 8 registrations were up 69.1 percent to 26,198 units, compared with the previous year's 15,496.

Group 7 registrations increased

Continued on Page 44, Col. 3

U. S. TRUCK REGISTRATIONS

THREE MONTHS, 1984 VS. 1983★

Make	3 mos., 1984	Percent Share of '84 market	3 mos., 1983	Percent Share of '83 market	Pct. pt. Change '84-'83
Ford	265,202	29.03	189,053	31.92	− 2.89
Chevrolet	254,765	27.89	178,041	30.06	− 2.17
Dodge	93,769	10.27	52,802	8.91	+ 1.36
GMC	68,244	7.47	49,923	8.43	− 0.96
Jeep	32,023	3.51	15,194	2.57	+ 0.94
Plymouth*	17,001	1.86	2,136	0.36	+ 1.50
International	11,983	1.31	10,001	1.69	− 0.38
Mack	4,510	0.49	3,248	0.55	− 0.06
Kenworth	3,472	0.38	1,348	0.23	+ 0.15
Freightliner	3,021	0.33	1,853	0.31	+ 0.02
Peterbilt	2,805	0.31	1,452	0.25	+ 0.06
White	2,126	0.23	488	0.08	+ 0.15
Mercedes-Benz	473	0.05	548	0.09	− 0.04
Volvo	407	0.05	312	0.05	.....
Autocar	236	0.03	179	0.03	.....
Western Star	112	0.01	80	0.01	.....
Misc.**	153,319	16.78	85,653	14.46	+ 2.32
TOTALS	913,468	100.00	592,311	100.00	.....

★—New York and Oklahoma figures compiled from manufacturers' sales records, 1984; no registrations for Oklahoma, 1983; District of Columbia, March, 1984.
* Plymouth trucks are Trail Duster, Voyager, Scamp and Arrow.
**Miscellaneous includes imports, Crane Carrier, Oshkosh, FWD, Hendrickson, etc.

U. S. HEAVY-DUTY REGISTRATIONS

THREE MONTHS, 1984 VS. 1983★

Make	3 mos., 1984	Percent Share of '84 market	3 mos., 1983	Percent Share of '83 market	Pct. pt. Change '84-'83
International	8,636	21.91	6,582	24.82	− 2.91
Ford	7,383	18.74	6,003	22.63	− 3.89
GMC	5,216	13.24	3,411	12.86	+ 0.38
Mack	3,852	9.77	2,810	10.60	− 0.83
Kenworth	3,472	8.81	1,348	5.08	+ 3.73
Freightliner	3,021	7.67	1,853	6.99	+ 0.68
Peterbilt	2,805	7.12	1,452	5.47	+ 1.65
White	2,126	5.39	488	1.84	+ 3.55
Chevrolet	1,806	4.58	1,613	6.08	− 1.50
Volvo	407	1.03	312	1.18	− 0.15
Autocar	236	0.60	179	0.68	− 0.08
Mercedes-Benz	148	0.38	151	0.57	− 0.19
Western Star	112	0.28	80	0.30	− 0.02
Misc.	188	0.48	239	0.90	− 0.42
TOTALS	39,408	100.00	26,521	100.00	.....

★—Groups 7 and 8 trucks only; New York and Oklahoma figures compiled from manufacturers' sales records, 1984; no registrations for Oklahoma, 1983.

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February total is 782,327

Car registrations highest since 1973

By Jenny L. King
Staff Writer

Total new-car registrations for February, 1984, were at their highest level in 11 years and topped January's sum by 35,000 units. Domestic new-car figures were up a staggering 47.72 percent February to February and imports grew by 13.90 percent.

Figures provided by R. L. Polk & Co. disclosed new-car registrations of 782,327 in February, up 37.57 percent from 568,633 a year earlier and best for the month since 1973 when 842,857 were counted. It was an increase of 4.70 percent over the January total of 747,231.

Domestic registrations numbered 587,946, up 47.72 percent from 398,007 the preceding year. January's domestic total was 552,284.

Import-car registrations added to 194,381 for February, up 13.90 percent from 170,656 a year earlier.

Imports plunged 5.16 percentage points in share of the total market, skidding to 24.85 percent from a lofty perch of 30.01 percent a year earlier. General Motors and Ford Motor Co. split the difference, with GM retrieving 3.32 percentage points and Ford up 2.31 percentage points.

Chrysler's gain in February was more modest: Up 0.27 percentage points, to 9.33 percent from 9.06 percent. GM was up to 45.01 percent from 41.69 percent and Ford had 18.96 percent compared with 16.65 percent in February of 1983.

American Motors discovered that holding its own (14,427 vs. 14,683 registrations) wasn't enough in an active marketplace. AMC lost 0.73 percentage points, dropping to 1.85 percent from 2.58 percent. Miscellaneous domestics had virtually no piece of the action, down from a scant 0.01 percent of the market in 1983.

Total industry registrations for the first two months were

Continued on Page 28, Col. 1

House passes bill to loosen constraints on joint R&D

WASHINGTON. — Legislation designed to loosen antitrust constraints on joint research and development cleared the House of Representatives by a 417-0 vote. A Senate version is awaiting floor approval.

The Joint Research and Development Act of 1984 would reduce the antitrust liability of certain joint ventures by eliminating the current triple damages penalty in favor of an award limited to the amount of the actual damage, plus interest accumulated during court proceedings.

To qualify for the reduced liability, venture participants would have to give the Justice Department an advance outline of the proposed research and development activity. The Justice Department would then have a chance to block the plan.

White House and congressional sponsors believe the reduction in legal risks will stimulate cooperative research among companies in the U. S.

The legislation would call on the courts to weigh a joint venture's anti-competitive effects against the participants' claims of enhanced competition flowing from the venture.

The Senate version does not contain a House provision that allows the courts to compensate joint-venture participants for legal fees when antitrust charges are fought successfully. Currently, legal expenses are rebated only to plaintiffs when they win antitrust actions.

NEW-CAR MARKET SHARES IN U. S.

	FEBRUARY					TWO MONTHS				
	Regis., Feb., 1984	Percent Share of Market	Regis., Feb., 1983	Percent Share of Market	Pct. Pt. Change '84 vs. '83	Regis., 2 mos., 1984	Percent Share of Market	Regis., 2 mos., 1983	Percent Share of Market	Pct. Pt. Change '84 vs. '83
Chevrolet	119,653	15.29	78,238	13.76	+ 1.53	228,197	14.92	163,059	14.01	+ 0.91
Ford	98,739	12.62	63,326	11.14	+ 1.48	198,055	12.95	134,125	11.52	+ 1.43
Oldsmobile	88,534	11.32	59,797	10.52	+ 0.80	169,047	11.05	118,900	10.22	+ 0.83
Buick	68,688	8.78	50,203	8.83	− 0.05	131,661	8.61	102,003	8.76	− 0.15
Pontiac	52,576	6.72	30,274	5.32	+ 1.40	99,971	6.54	62,467	5.37	+ 1.17
Mercury	39,977	5.11	24,774	4.35	+ 0.76	76,837	5.02	48,470	4.16	+ 0.86
Dodge	27,643	3.53	18,903	3.32	+ 0.21	53,059	3.46	38,842	3.34	+ 0.12
Chrysler	23,259	2.97	15,437	2.72	+ 0.25	44,480	2.91	29,135	2.50	+ 0.41
Cadillac	22,693	2.90	18,565	3.26	− 0.36	46,501	3.04	38,227	3.28	− 0.24
Plymouth	22,127	2.83	17,190	3.02	− 0.19	43,234	2.83	32,376	2.78	+ 0.05
AMC	14,427	1.85	14,683	2.58	− 0.73	31,149	2.04	30,095	2.59	− 0.55
Lincoln	9,615	1.23	6,580	1.16	+ 0.07	17,997	1.18	13,920	1.20	− 0.02
GENERAL MOTORS	352,144	45.01	237,077	41.69	+ 3.32	675,377	44.16	484,656	41.64	+ 2.52
FORD MOTOR CO.	148,331	18.96	94,680	16.65	+ 2.31	292,889	19.15	196,515	16.88	+ 2.27
CHRYSLER CORP.	73,029	9.33	51,530	9.06	+ 0.27	140,773	9.20	100,353	8.62	+ 0.58
AMC	14,427	1.85	14,683	2.58	− 0.73	31,149	2.04	30,095	2.59	− 0.55
IMPORTS	194,381	24.85	170,656	30.01	− 5.16	389,328	25.45	352,137	30.25	− 4.80
MISC. DOMESTICS	15	0.00	37	0.01	− 0.01	42	0.00	201	0.02	− 0.02
TOTAL	782,327		568,663			1,529,558		1,163,957		

Automotive News analysis of new-car registrations based on R. L. Polk & Co. statistical report. New York and Oklahoma for 1984 from manufacturers' sales records. Oklahoma '83 figures not available.

Mack petitions NHTSA for recall exemption

WASHINGTON. — Mack Trucks, Inc., has petitioned NHTSA for an exemption from safety recalls for radio speaker covers on 5,015 of its trucks, on the grounds that their noncompliance with safety regulations is inconsequential.

Occupant trim panels must not burn faster than 4-inches per minute, according to NHTSA safety regulations. The radio grilles on the Mack trucks, all built between August, 1977, and June, 1983, burn at a rate of 5.3- to 5.8-inches per minute, Mack told NHTSA.

The speaker housings and grille retainer rings "easily meet" the federal flammability standard, the company said. Furthermore, the speakers are in the cab's upper part, where fires are relatively unlikely to start.

NHTSA requests comments on the matter until May 30.

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February total is 782,327

Car registrations highest since 1973

Continued from Page 24

up 31.41 percent in a year-to-year comparison and increased 44.99 percent from the 1982 level. Registrations for January-February, 1984, numbered 1,529,558; a year earlier they were 1,163,957, and two years ago they were 1,054,935.

Domestic new cars totaled 1,140,230 for the first two months, up 40.45 percent from 811,820 in 1983 and up 55.72 percent from 732,237 in 1982. Imports gained 10.56 percent, climbing to 389,328 this year from 352,137 in 1983.

Year-to-date gains included 2.52 percentage points for GM, 2.27 percentage points for Ford, and 0.58 percentage points for Chrysler. AMC dropped 0.55 percentage points, miscellaneous domestics were down 0.02 percentage points and imports plummeted 4.80 percentage points.

For February, 1984, the market-class breakout included: Intermediates at 26.49 percent, imports at 24.85 percent, compacts at 18.33 percent, subcompacts at 12.40 percent, standards at 10.12 percent and luxury cars at 7.81 percent.

A year earlier, intermediates had 24.44 percent of the total market, imports had 30.01 percent, compacts had 15.36 percent, standards had 13.27 percent, subcompacts had 11.58 percent and luxury cars had 5.34 percent.

Excluding imports, the February, 1984, market class spectrum included: Intermediates at 35.24 percent, compacts at 24.40 percent, subcompacts at 16.50 percent, standards at 13.46 percent and luxury cars at 10.40 percent.

Twelve months earlier, intermediates accounted for 34.92 percent of the domestic market, compacts had 21.94 percent, standards had 18.97 percent, subcompacts had 16.55 percent and luxury cars had 7.62 percent.

Polk figures for 1984 include registrations from 48 states and manufacturers' sales information from New York and Oklahoma. Numbers for 1983 are all state registrations; Oklahoma is not included.

Cars of stars to be auctioned in Chicago June 10

HIGHLAND PARK, Ill.—J. J. Born, president and owner of the Chicago Historical Antique Automobile Museum, will place his collection of celebrity and antique automobiles on the auction block here June 10.

Billed as the Hollywood-TV Cars of the Stars Museum Auction, it will function without a minimum bid requirement, "meaning every car bid on will be sold," Born said.

Among vehicles to be auctioned are the Batmobile and the Batcycle from the Batman TV series; Evel Knievel's jump car and stunt motorcycle; Elvis Presley's pearlescent white 1969 Lincoln Continental, and three vehicles which carry serial number one—a 1954 Mercedes Gull Wing, a 1974 Bricklin and a DeLorean.

Other cars to be auctioned during the one-day event are the 1926 bootleg brewery truck with which Al Capone and his brothers began their rise to gangland prominence; President Lyndon Johnson's personal limousine, and the Bonnie and Clyde movie death car.

Chrysler recalls 235,000 autos for smog fix

WASHINGTON. — Chrysler is recalling some 235,000 1980 cars with 225-CID engines to assure compliance with federal hydrocarbon and carbon monoxide standards, according to EPA.

These 49-state cars include Plymouth Volare and Gran Fury; Dodge Aspen, Diplomat, Mirada and St. Regis, and Chrysler LeBaron, Cordoba and Newport.

EPA found these cars were emitting an average of 0.57 grams per mile of HC and 7.8 g/m of CO, compared with the 1980 standard of 0.41 for HC and 7.0 for CO. Neither EPA nor Chrysler could pinpoint a defect.

Limited Edition 4000S

Audi's Limited Edition 4000S offers nearly $2,000 worth of extra performance, appearance and convenience items in its suggested retail price of $14,240, Audi said. The car also features spoke-type alloy wheels, rear spoiler and matte black trim.

AUTOMOTIVE NEWS ANALYSIS OF NEW-CAR REGISTRATIONS

Based on R. L. Polk & Co. Statistical Report
FEBRUARY, 1984 VS. FEBRUARY, 1983

	1984 Month	1984 Year	1983 Month	1983 Year
AMC Alliance FWD	7,394	15,730	10,133	19,690
Encore FWD	5,215	11,198	.....	.....
Spirit	.....	.....	631	1,340
Concord	.....	.....	1,032	2,504
Concord SW	.....	.....	440	1,392
Eagle 4WD	352	786	882	1,884
Eagle 4WD SW	1,466	3,435	1,565	3,285
TOTAL AMC	14,427	31,149	14,683	30,095
Chrysler Laser FWD	4,070	7,910	.....	.....
LeBaron FWD	6,312	11,668	4,484	8,710
LeBaron SW FWD	826	1,666	593	1,203
E-Class/New Yorker FWD	6,850	13,406	3,956	7,200
Cordoba	.....	.....	1,052	1,920
New Yorker Fifth Avenue/Newport	5,201	9,830	5,194	9,761
Imperial	.....	.....	158	341
Total	23,259	44,480	15,437	29,135
Plymouth Horizon FWD	6,124	12,413	2,548	5,605
Turismo FWD	3,256	6,270	1,823	3,748
Reliant FWD	8,514	16,471	8,391	15,027
Reliant SW FWD	3,266	6,475	2,993	5,540
Gran Fury	967	1,605	1,435	2,456
Total	22,127	43,234	17,190	32,376
Dodge Omni FWD	5,041	10,281	2,416	5,161
Charger FWD	3,879	7,192	2,048	4,224
Daytona FWD	3,169	6,337	.....	.....
Aries FWD	7,088	13,000	6,034	12,627
Aries SW FWD	2,893	5,861	2,158	4,875
600 '84/400'83 FWD	1,736	3,127	2,279	4,389
Diplomat	1,014	1,868	1,883	3,078
Mirada	.....	.....	385	765
600 FWD	2,823	5,393	1,700	3,723
Total	27,643	53,059	18,903	38,842
TOTAL CHRYSLER CORP.	73,029	140,773	51,530	100,353
Ford Escort FWD	19,537	39,762	17,046	34,502
Escort SW FWD	6,507	13,357	6,090	11,972
EXP FWD	1,748	3,036	1,359	3,166
Fairmont	.....	.....	7,631	21,090
Tempo FWD	20,215	42,129	.....	2
LTD	10,333	21,699	8,429	18,799
LTD SW	4,164	8,558	3,433	6,839
LTD Crown Victoria	9,322	17,665	7,393	14,692
LTD Crown Victoria SW	2,331	4,772	2,019	3,875
Mustang	11,606	21,005	8,010	16,499
Thunderbird	12,976	26,062	1,916	2,689
Total	98,739	198,055	63,326	134,125
Lincoln Town Car	4,617	8,198	3,246	6,956
Mark VII	3,374	6,765	1,891	4,009
Continental	1,624	3,034	1,443	2,955
Total	9,615	17,997	6,580	13,920
Mercury Lynx FWD	4,124	8,411	4,380	8,323
Lynx SW FWD	1,118	2,269	1,418	2,716
LN7 FWD	.....	.....	450	1,132
Capri	2,042	3,476	1,996	4,071
Zephyr	.....	.....	2,741	6,084
Topaz FWD	6,102	12,741	.....	.....
Marquis	6,252	11,580	3,642	7,386
Marquis SW	1,056	2,108	1,008	2,178
Grand Marquis	9,076	16,451	7,204	13,367
Grand Marquis SW	1,170	2,277	992	1,980
Cougar	9,037	17,524	943	1,233
Total	39,977	76,837	24,774	48,470
Lincoln-Mercury Division Total	49,592	94,834	31,354	62,390
TOTAL FORD MOTOR CO.	148,331	292,889	94,680	196,515
Buick Skylark FWD	7,594	15,086	6,068	13,343
Skyhawk FWD	6,670	11,750	3,687	7,806
Skyhawk SW FWD	701	1,337	634	1,195
Century FWD	12,666	24,811	7,493	16,330
Century SW FWD	1,914	3,365	.....	.....
Regal	16,206	31,115	15,239	28,868
Regal SW	.....	.....	981	1,993
LeSabre	11,563	21,822	7,729	14,931
Electra	5,895	11,625	4,180	8,780
Electra FWD	102	107	.....	.....
Buick SW	1,095	2,155	1,104	2,207
Riviera FWD	4,282	8,488	3,088	6,550
Total	68,688	131,661	50,203	102,003
Cadillac Deville	9,547	19,335	8,308	16,272
DeVille FWD	62	113	.....	.....
Cimarron FWD	1,519	2,979	1,293	2,812
Fleetwood and Chassis	3,796	7,945	2,916	6,400
Fleetwood FWD	19	58	.....	.....
Eldorado FWD	5,107	10,640	4,231	8,793
Seville FWD	2,643	5,431	1,817	3,950
Total	22,693	46,501	18,565	38,227
Chevrolet Chevette	15,419	29,893	12,467	24,643
Camaro	15,804	27,924	10,427	21,920
Cavalier FWD	19,880	37,508	8,256	16,619
Cavalier SW FWD	6,196	12,602	2,788	5,460
Citation FWD	5,381	11,522	7,470	17,943
Malibu	.....	.....	3,758	7,412
Malibu SW	.....	.....	3,404	7,090
Celebrity FWD	18,330	36,215	8,521	18,947
Celebrity SW FWD	5,979	9,516	.....	.....
Monte Carlo	10,964	20,588	6,825	13,352
Impala	4,071	7,525	2,862	5,754
Caprice	11,113	22,031	7,369	15,275
Chevrolet SW	4,096	8,257	3,167	6,482
Corvette	2,420	4,616	924	2,162
Total	119,653	228,197	78,238	163,059
Oldsmobile Omega FWD	3,657	7,278	3,224	6,818
Firenza FWD	3,299	6,088	1,906	4,081
Firenza SW FWD	1,036	1,938	638	1,181
Cutlass Ciera FWD	16,151	31,512	9,239	19,218
Cutlass Ciera SW FWD	2,412	4,505	.....	.....
Cutlass Supreme/Calais	30,069	55,580	19,562	37,074
Cutlass SW	.....	.....	1,432	2,943
Delta 88	17,205	32,744	12,842	25,115
98	9,173	18,088	6,986	14,401
98 FWD	156	206	.....	.....
Oldsmobile SW	2,269	4,650	1,648	3,210
Toronado FWD	3,107	6,458	2,320	4,859
Total	88,534	169,047	59,797	118,900
Pontiac 1000	2,110	4,349	2,467	5,259
Firebird	7,709	14,184	5,955	13,182
2000 Sunbird FWD	7,292	14,145	3,766	7,570
2000 Sunbird SW FWD	909	1,786	667	1,352
Phoenix FWD	1,036	2,288	2,199	4,936
Bonneville	6,113	11,517	3,947	7,921
Bonneville SW	.....	.....	930	1,813
6000 FWD	7,819	14,935	4,747	9,851
6000 SW FWD	1,521	2,591	.....	.....
Grand Prix	5,904	11,554	5,596	10,583
Parisienne	2,795	5,304	.....	.....
Pontiac SW	1,043	2,061	.....	.....
Fiero	8,325	15,257	.....	.....
Total	52,576	99,971	30,274	62,467
TOTAL GM CORP.	352,144	675,377	237,077	484,656
Checker	.....	.....	18	155
Miscellaneous Domestic	15	42	37	201
Domestic Station Wagon Total	53,968	105,551	40,102	80,781
Domestic Grand Total	587,946	1,140,230	398,007	811,820
Import Total	194,381	389,328	170,656	352,137
Grand Total All Registrations	782,327	1,529,558	568,663	1,163,957

Automotive News analysis of new-car registrations based on R. L. Polk & Co. statistical report. New York and Oklahoma 1984 registrations compiled from manufacturers' sales records. Oklahoma 1983 figures not available.

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To reduce vehicle emissions

Recalls, shorter warranty urged

WASHINGTON. — A strongly administered two-year warranty combined with a vigorous recall campaign will "ensnare" heavy-polluting vehicles and allow their repair by their manufacturers, a Congressional panel was told by a spokesperson for the Automotive Parts and Accessories Assn.

According to Linda J. Hoffman, APAA vice president for governmental affairs and trade, the recall procedure would be more effective than an extended warranty, which automakers are using as a marketing tool to discourage car owners from making their own repairs or using independent service facilities.

Testifying before the House subcommittee on Health and the Environment, which is considering amendments to the Clean Air Act, Hoffman said the federal vehicle safety agency has demonstrated that recalls effectively exert "powerful compliance leverage without any need to resort to warranty measures."

Recalls are better for consumers, Hoffman said. With recalls, she said, consumers are notified when a specific repair has to be performed; warranties require no such notification.

"The cost of recalls and the accompanying adverse publicity (would) combine to create the strongest possible encouragement for manufacturers to provide the consuming public with vehicle emission control systems that are reliable and durable," she said.

Warranties, on the other hand, "tilt consumer dollars toward the higher-priced, less-convenient dealer," Hoffman said.

Truck record set for registrations in first quarter

Continued from Page 16

pared with 246,213 last year. There were 9,192 Group 3 units, versus only 1,078 a year ago.

Large gains also were posted in the medium-duty groups. In Group 4, there were 151 units, compared with 72 in 1983. Group 5 had 534 tallies, versus 153 a year earlier. The Group 6 total of 9,980 units was a 12.3 percent increase over the 8,886 units in 1983.

Group 7 registrations rose 19.8 percent, from 11,025 during the first quarter of 1983 to 13,210 units this year. The Group 8 count of 26,198 represented a 69.1 percent boost over the 15,496 units registered a year earlier.

Ford led the industry with 265,202 registrations in the first quarter, accounting for 29.03 percent of the total. Its share was down 2.89 percentage points from its year-earlier figure of 31.92 percent on 189,053 registrations.

Second-place Chevrolet took 27.89 percent with 254,765 tallies. Its share was down 2.17 points from 30.06 percent on 178,041 units last year.

Tippett succeeds Caldwell as chairman of MVMA

DETROIT.—W. Paul Tippett, chairman and chief executive of American Motors, has been elected chairman of MVMA.

He succeeds Philip Caldwell, chairman and chief executive of Ford Motor Co., for the one-year term.

Named vice chairmen were Roger B. Smith, of General Motors, and Donald D. Lennox, of International Harvester. They are chairmen and chief executives of their companies.

Caldwell was elected secretary of MVMA. Lee A. Iacocca, chairman and chief executive of Chrysler Corp., was elected treasurer.

V. J. Adduci, MVMA president and chief executive, and Thomas H. Hanna, senior vice president, were reelected.

Elected to three-year MVMA board terms were: Bjorn Ahlstrom, president of Volvo North America Corp.; Iain M. Anderson, executive vice president, Volkswagen of America; Gerald Greenwald, vice chairman, Chrysler Corp.; F. James McDonald, president, General Motors; Marvin W. Stucky, vice president, American Motors, and Lennox.

Other directors are: J. Patrick Kaine, vice chairman, International Harvester; Howard H. Kehrl, vice chairman, General Motors; Charles M. Pigott, president, PACCAR, Inc., and James L. Tolley, vice president, Chrysler Corp.

Also: Betsy Ancker-Johnson, vice president, General Motors; Donald E. Petersen, president, Ford Motor Co.; Noel Phillips, president, Volkswagen of America; Will Scott, vice president, Ford Motor Co.; Adduci, Caldwell, Tippett, Iacocca and Smith.

The board also named the following to the MVMA Executive Committee: Adduci, chairman; Anderson, Ancker-Johnson, Kaine, Scott, Stucky and Tolley.

MVMA member companies are American Motors, Chrysler Corp., Ford Motor Co., General Motors, International Harvester, M.A.N. Truck & Bus Corp., PACCAR, Volkswagen of America and Volvo North America Corp.

Surge in sales of trucks trims Harvester loss

Continued from Page 16

trimmed the net loss to $817,000, compared with $159.1 million a year earlier after a loss from discontinued operations.

Second-quarter sales amounted to $1.25 billion, Harvester reported, a gain of 26 percent over last year's $995 million. Three-month truck shipments were up 46 percent to $854 million, the firm said, but farm-equipment deliveries were off 3 percent to $400 million.

Harvester's first-half net loss amounted to $55.7 million, down dramatically from the year-ago $270.4 million. Six-month sales were up 30 percent, from $1.72 billion last year to $2.24.

Quarter's HD registrations up 48.6 percent over 1983

Continued from Page 16

to 13,210, a gain of 19.8 percent over the year-earlier 11,025.

The March total of 15,017 was up 49 percent from the 10,081 units tallied a year earlier.

International continued in the No. 1 spot with 8,636 units through March, compared with Ford's 7,383 units.

Ford and International also were the biggest losers in market share. Ford's 7,383 tallies represented 18.74 percent of the total, down 3.89 percentage points from the year-earlier 22.63 percent on 6,003 units.

• International's 8,636 tallies, representing 21.91 percent of the market, was off 2.91 points from last year's 24.82 percent on 6,582 units.

Kenworth and White both scored large gains in penetration. Kenworth's 8.81 percent share on 3,472 units represented a gain of 3.73 points over the 5.08 percent share on 1,348 units during the same period last year.

White's 5.39 percent share on 2,126 units represented a boost of 3.55 points over the 1.84 percent share on 488 units a year earlier.

Peterbilt, Freightliner and GMC also increased their market share in the first quarter. Chevrolet, Mack, Mercedes-Benz, Volvo, Autocar, Western Star, and the miscellaneous group suffered losses.

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Concedes to many auto-maker requests

NHTSA eases standard on 'high' brake light

WASHINGTON. — The safety standard mandating a single, center high-mounted stop lamp beginning with '86-model cars generated so much auto-maker objection that NHTSA has conceded to almost all the requests for changes.

The standard will now allow mounting above the rear window and, for convertibles only, not more than six inches below it. The standard also states clearly that the lamp can be mounted directly on the glazing.

In addition, because of the physical impossibility of eliminating all reflections from interior-mounted lamps shining on the rear window, NHTSA has dropped its requirement of no reflection and said merely that means should be taken to minimize reflections.

Although the maximum permissible intensity of 160 candela has been retained, the minimum intensity has been lowered from 40 candela to 25 candela. The minimum area of 4.5 square inches has been kept.

Lamps that are mounted in the interior of a vehicle need not meet moisture, dust or corrosion requirements.

Various interpretations are also offered, the principal one being that photometrics of an interior-mounted lamp be measured through the glazing as the lamp is installed in the vehicle with the rear window behind it.

Effective date is Sept. 1, 1985.

It is Sept. 1, 1986, for the termination of the provision permitting center high-mounted stoplamps to flash with hazard warning systems.

In a separate notice, NHTSA asked for comments on one issue still unresolved—a request by General Motors that the lamp may be installed before the effective date.

Adopting this optional date would preempt one year earlier any state laws that might ban the lamp's early introduction.

Used Car Sales

Auction Averages

May	$5,372
Month ago	$5,418
Year ago	$5,173

Model breakdown

Auction Averages

	MAY	APRIL	MARCH
1984	$11,393	$13,891	$12,302
1983	9,040	8,850	8,066
1982	6,165	6,589	6,357
1981	5,193	5,344	5,393
1980	4,345	4,621	4,351
1979	3,671	4,008	3,698
1978	2,431	2,910	2,744
1977	1,893	2,159	2,365
Overall Average	$ 5,372	$ 5,418	$ 5,162

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American Motors

May 29—D-A Auto Auction, New Stanton, Pa.

May 30—Columbus Fair Auto Auction, Obetz, O.; Metro Milwaukee Auto Auction, Caledonia, Wis., and Central States Auto Auction, Mason City, Ia.

May 31 — Minneapolis Northstar Auto Auction, Shakopee, Minn.; Evansville Auto Auction, Evansville, Ind., and Todd Auto Auction, Telford, Pa.

Ford Motor Co.

May 31—Skyline Auto Exchange, Fairfield, N. J.

General Motors

May 31—Aptco Auto Auction, Taylor, Mich.; Dallas Auto Auction, Dallas, Tex., and Floyd Hauhe Auto Auction, Bridgeton, Mo.

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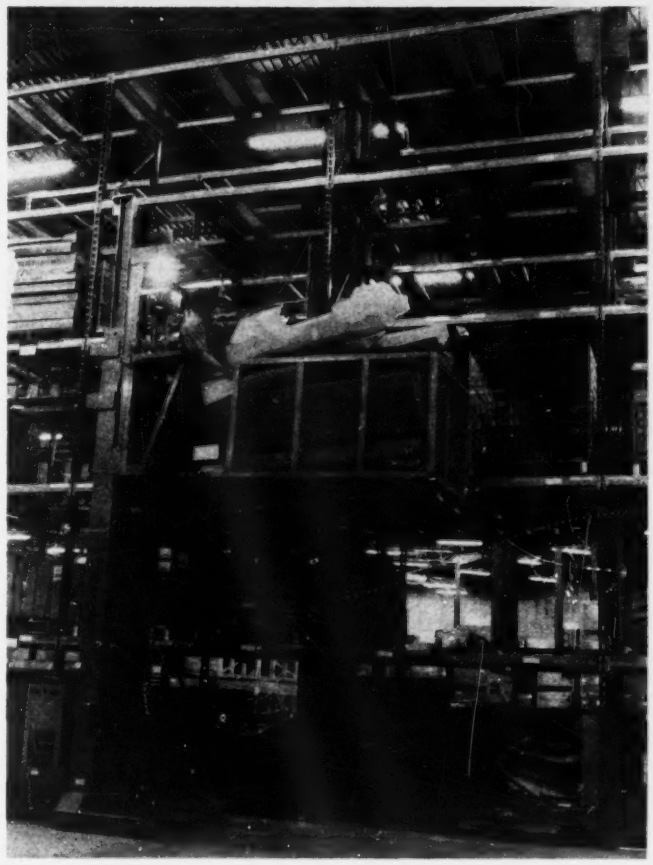
NEW TRUCK SALES BY MAKE AND GVW CLASS

THREE MONTHS, 1984 VS. 1983★

		Group 1 6,000 pounds and less	Group 2 6,001-10,000	Group 3 10,000-14,000	Group 4 14,001-16,000	Group 5 16,001-19,500	Group 6 19,501-26,000	Group 7 26,001-33,000	Group 8 33,001 and over	Make Totals
AUTOCAR	**Mar., '84**	.....	.....	.....	.....	.....	.....	.....	**82**	**82**
	Mar., '83	.....	.....	.....	.....	.....	.....	.....	88	88
	Year to Date '84	.....	.....	.....	.....	.....	.....	.....	**236**	**236**
	Year to Date '83	.....	.....	.....	.....	.....	.....	.....	179	179
CHEVROLET	**Mar., '84**	**49,164**	**41,226**	**3,751**	.....	**21**	**455**	**631**	**41**	**90,289**
	Mar., '83	36,610	29,836	762	.....	19	296	588	47	68,158
	Year to Date '84	**128,116**	**114,721**	**8,885**	.....	**52**	**1,185**	**1,710**	**96**	**245,765**
	Year to Date '83	96,646	77,711	1,048	.....	65	958	1,488	125	178,041
(Memo Units) #	**Mar., '84**	**30,449**	**16,669**	.....	.....	.....	.....	.....	.....	**47,118**
	Mar., '83	25,243	12,640	.....	.....	.....	.....	.....	.....	37,883
	Year to Date '84	**87,135**	**45,879**	.....	.....	.....	.....	.....	.....	**133,014**
	Year to Date '83	66,428	30,922	.....	.....	.....	.....	.....	.....	97,350
DODGE	**Mar., '84**	**24,121**	**12,149**	.....	.....	.....	.....	.....	.....	**36,270**
	Mar., '83	13,873	8,821	.....	.....	.....	.....	.....	.....	22,694
	Year to Date '84	**61,890**	**31,879**	.....	.....	.....	.....	.....	.....	**93,769**
	Year to Date '83	32,855	19,947	.....	.....	.....	.....	.....	.....	52,802
(Memo Units) #	**Mar., '84**	**16,920**	**7,371**	.....	.....	.....	.....	.....	.....	**24,291**
	Mar., '83	8,422	5,881	.....	.....	.....	.....	.....	.....	14,303
	Year to Date '84	**42,180**	**19,728**	.....	.....	.....	.....	.....	.....	**61,908**
	Year to Date '83	20,277	13,766	.....	.....	.....	.....	.....	.....	34,043
FORD	**Mar., '84**	**26,705**	**63,843**	.....	.....	.....	**1,055**	**1,926**	**857**	**94,386**
	Mar., '83	23,692	45,338	.....	.....	.....	854	1,380	650	71,914
	Year to Date '84	**73,284**	**181,347**	.....	.....	.....	**3,188**	**5,071**	**2,312**	**265,202**
	Year to Date '83	65,332	115,435	.....	.....	.....	2,283	4,322	1,681	189,053
(Memo Units) #	**Mar., '84**	**26,115**	**21,190**	.....	.....	.....	.....	.....	.....	**47,305**
	Mar., '83	17,176	17,251	.....	.....	.....	.....	.....	.....	34,427
	Year to Date '84	**70,357**	**60,659**	.....	.....	.....	.....	.....	.....	**131,016**
	Year to Date '83	48,045	45,060	.....	.....	.....	.....	.....	.....	93,105
FREIGHTLINER	**Mar., '84**	.....	.....	.....	.....	.....	.....	.....	**1,031**	**1,031**
	Mar., '83	.....	.....	.....	.....	.....	.....	.....	717	717
	Year to Date '84	.....	.....	.....	.....	.....	.....	.....	**3,021**	**3,021**
	Year to Date '83	.....	.....	.....	.....	.....	.....	.....	1,853	1,853
GMC	**Mar., '84**	**10,010**	**11,428**	**193**	.....	**168**	**498**	**1,093**	**900**	**24,200**
	Mar., '83	7,766	9,228	23	.....	19	382	819	486	18,723
	Year to Date '84	**29,547**	**31,449**	**276**	.....	**482**	**1,274**	**2,877**	**2,339**	**68,244**
	Year to Date '83	21,113	23,894	30	.....	84	1,391	2,234	1,177	49,923
(Memo Units) #	**Mar., '84**	**6,245**	**4,385**	.....	.....	.....	.....	.....	.....	**10,630**
	Mar., '83	4,659	3,661	.....	.....	.....	.....	.....	.....	8,320
	Year to Date '84	**18,162**	**11,075**	.....	.....	.....	.....	.....	.....	**29,237**
	Year to Date '83	12,363	8,403	.....	.....	.....	.....	.....	.....	20,766
INTERNATIONAL	**Mar., '84**	.....	.....	.....	.....	.....	**1,196**	**967**	**2,205**	**4,368**
	Mar., '83	.....	.....	.....	.....	.....	1,109	893	1,694	3,696
	Year to Date '84	.....	.....	.....	.....	.....	**3,347**	**3,006**	**5,630**	**11,983**
	Year to Date '83	.....	.....	.....	.....	.....	3,419	2,399	4,183	10,001
JEEP	**Mar., '84**	**9,255**	**1,712**	.....	.....	.....	.....	.....	.....	**10,967**
	Mar., '83	3,361	2,316	.....	.....	.....	.....	.....	.....	5,677
	Year to Date '84	**26,256**	**5,767**	.....	.....	.....	.....	.....	.....	**32,023**
	Year to Date '83	8,551	6,643	.....	.....	.....	.....	.....	.....	15,194
(Memo Units) #	**Mar., '84**	**9,255**	**1,401**	.....	.....	.....	.....	.....	.....	**10,656**
	Mar., '83	3,361	1,734	.....	.....	.....	.....	.....	.....	5,095
	Year to Date '84	**26,256**	**4,836**	.....	.....	.....	.....	.....	.....	**31,092**
	Year to Date '83	8,551	5,347	.....	.....	.....	.....	.....	.....	13,898
KENWORTH	**Mar., '84**	.....	.....	.....	.....	.....	.....	.....	**1,196**	**1,196**
	Mar., '83	.....	.....	.....	.....	.....	.....	.....	540	540
	Year to Date '84	.....	.....	.....	.....	.....	.....	.....	**3,472**	**3,472**
	Year to Date '83	.....	.....	.....	.....	.....	.....	.....	1,348	1,348
MACK	**Mar., '84**	.....	.....	.....	.....	.....	**249**	**33**	**1,491**	**1,773**
	Mar., '83	.....	.....	.....	.....	.....	161	80	1,044	1,285
	Year to Date '84	.....	.....	.....	.....	.....	**658**	**82**	**3,770**	**4,510**
	Year to Date '83	.....	.....	.....	.....	.....	438	197	2,613	3,248
MERCEDES-BENZ	**Mar., '84**	.....	.....	.....	.....	.....	**115**	**45**	.....	**160**
	Mar., '83	.....	.....	.....	.....	.....	151	67	.....	218
	Year to Date '84	.....	.....	.....	.....	.....	**325**	**148**	.....	**473**
	Year to Date '83	.....	.....	.....	.....	.....	397	151	.....	548
PETERBILT	**Mar., '84**	.....	.....	.....	.....	.....	.....	.....	**1,072**	**1,072**
	Mar., '83	.....	.....	.....	.....	.....	.....	.....	581	581
	Year to Date '84	.....	.....	.....	.....	.....	.....	.....	**2,805**	**2,805**
	Year to Date '83	.....	.....	.....	.....	.....	.....	.....	1,452	1,452
PLYMOUTH	**Mar., '84**	**7,473**	**14**	.....	.....	.....	.....	.....	.....	**7,487**
	Mar., '83	480	371	.....	.....	.....	.....	.....	.....	851
	Year to Date '84	**16,942**	**59**	.....	.....	.....	.....	.....	.....	**17,001**
	Year to Date '83	1,239	897	.....	.....	.....	.....	.....	.....	2,136
VOLVO	**Mar., '84**	.....	.....	.....	.....	.....	.....	**119**	**44**	**163**
	Mar., '83	.....	.....	.....	.....	.....	.....	54	50	104
	Year to Date '84	.....	.....	.....	.....	.....	.....	**298**	**109**	**407**
	Year to Date '83	.....	.....	.....	.....	.....	.....	183	129	312
WESTERN STAR	**Mar., '84**	.....	.....	.....	.....	.....	.....	.....	**40**	**40**
	Mar., '83	.....	.....	.....	.....	.....	.....	.....	32	32
	Year to Date '84	.....	.....	.....	.....	.....	.....	.....	**112**	**112**
	Year to Date '83	.....	.....	.....	.....	.....	.....	.....	80	80
WHITE	**Mar., '84**	.....	.....	.....	.....	.....	.....	.....	**1,176**	**1,176**
	Mar., '83	.....	.....	.....	.....	.....	.....	.....	181	181
	Year to Date '84	.....	.....	.....	.....	.....	.....	.....	**2,126**	**2,126**
	Year to Date '83	.....	.....	.....	.....	.....	.....	.....	488	488
MISCELLANEOUS*	**Mar., '84**	**53,393**	**525**	**11**	**50**	.....	**3**	**7**	**61**	**54,050**
	Mar., '83	30,773	562	.....	19	1	.....	23	67	31,445
	Year to Date '84	**151,466**	**1,480**	**31**	**151**	.....	**3**	**18**	**170**	**153,319**
	Year to Date '83	83,652	1,686	.....	72	4	.....	51	188	85,653
TOTALS	**Mar., '84**	**175,121**	**130,897**	**3,865**	**50**	**189**	**3,571**	**4,821**	**10,196**	**328,710**
	Mar., '83	116,555	96,472	785	19	39	2,953	3,904	6,177	226,904
	Year to Date '84	**487,501**	**366,702**	**9,192**	**151**	**534**	**9,980**	**13,210**	**26,198**	**913,468**
	Year to Date '83	309,388	246,213	1,078	72	153	8,886	11,025	15,496	592,311

★—New York and Oklahoma figures compiled from manufacturers' sales records, 1984; no registrations for Oklahoma, 1983; District of Columbia, March, 1984.
#—Memo units are trucks which are part of the total listed above each entry. Chevrolet memo units are Chevy-Van, El Camino and Blazer; Dodge, compact trucks; Ford, Econoline and Bronco; GMC, Vandura and Jimmy. *—Miscellaneous includes imports, Divco, Hendrickson, Oshkosh, etc.
—Compiled from R. L. Polk & Co. data



Utilizing space

In its new $7.2-million parts warehouse, Mazda Motors of America (East) utilizes space above and between racks. The storage facility and training center is in Edison, N. J.

$7.2-million parts warehouse opened in Jersey by Mazda

EDISON, N. J. — Mazda Motors of America (East) has opened a $7.2-million parts warehouse and training center here.

The 208,000-square-foot facility replaces a smaller one located in the area and, according to Eric R. Sundstrom, senior vice president and general manager, it will show the company's commitment to expand its American market and provide service and parts backup to consumers and the dealer network.

More than 10,000 square feet of the facility are devoted to service training of dealer technicians from the six Mid-Atlantic states and metropolitan New York. This area has three hydraulic lifts as well as diagnostic equipment.

Bob Cook, MMA (East) service manager, said this new testing equipment and a uniform teaching approach is a key to the training program.

The company offers 10 rotating courses 48 weeks per year to dealer service technicians.

Mazda East will maintain a more than six-month supply of parts at the warehouse valued at more than $6 million. Space is utilized above and between racks and employes ride to the appropriate bin in an order picker which lifts them to the storage location.

Once the parts are picked, they are stacked on unmanned pallet movers which are guided remotely by wire embedded into the floors and delivered to the shipping department.

Dealer orders are received through computers at Mazda East's Jacksonville (Fla.) headquarters and the information is transmitted to the warehouse.

Mazda officials said dealer stock orders, received on a weekly basis, will be processed and shipped within 48 hours and emergency orders received before noon will be shipped the same day.

GM awards prizes in college marketing contest

DETROIT. — General Motors has awarded first place in its 1984 Intercollegiate Marketing Competition to San Francisco State University.

The San Francisco student group placed first among 10 teams from major universities nationwide participating in the competition. Second place winner was the State University of New York at Albany and Texas A & M University, College Station, earned an honorable mention.

This year's competition challenged students to develop marketing strategies to promote sales of the 1984 Oldsmobile Cutlass Ciera.

The winning entry from San Francisco State University, entitled Arrive with an Advantage —the Oldsmobile Cutlass Ciera, included an analysis of marketing and advertising objectives, identification of a target market and a media plan.

As this year's winner, San Francisco State won $10,000, a plaque and letters of commendation for each team member.

Desai goes GM

LANCASTER, S. C.—Rai Desai, a native of India, has become owner of Rai Desai Pontiac-Buick-GMC Truck, Inc., here.

No Saturday overtime on holiday weekend

Week's auto output slips to 154,696

By Joe Wilssens
Staff Writer

Domestic auto production dropped last week as the industry scheduled no overtime on Saturday (May 26) in observance of the Memorial Day holiday.

U. S. auto makers forecast completion of 154,696 cars last week, down 9.11 percent from the previous week's 170,196, but 2.23 percent greater than the year-ago week's 151,322.

So far this year, 3,485,368 cars have been assembled, 33.78 percent above 2,605,366 finished during the comparable 1983 period.

Of last week's estimated car production in the U. S., General Motors accounted for 53.83 percent, followed by Ford Motor Co., 24.48 percent; Chrysler Corp., 15.13 percent; American Motors, 3.10 percent; Honda, 1.94 percent, and Volkswagen of America, 1.52 percent.

GM recorded a production milestone last week. The company produced its 2-millionth car of 1984 Thursday (May 24), nearly six weeks earlier than in 1983.

Chrysler's Belvidere (Ill.), Newark (Del.) and St. Louis plants No. 1 and No. 2 worked two 9-hour daily shifts last week while the company's Jefferson (Detroit) facility worked two 8½-hour daily shifts.

Saab invests $250 million on first new car in 17 years

NORRKOPING, Sweden.—Saab's first new car in 17 years represents an investment of $250 million.

The 9000 model will mean more competition for the fast, luxury models of BMW, Mercedes-Benz, Audi and Volvo.

The 9000, introduced to the press here, will go on sale in Sweden in November and in the rest of Europe early next year. It will reach the U.S. in the 1986 model year.

Robert A. Sinclair, president of Saab - Scania of America, would give no sales predictions beyond saying that it will eventually account for half of Saab's volume in America.

The 9000 is an all-new model, styled by ItalDesign. The 175-HP turbocharged 16-valve engine is a modification of the 900 engine. But because it is transversely mounted in the 9000, a new five-speed manual gearbox was developed.

An advanced ZF automatic transmission also will be offered in the 1986 model year.

The 9000's targets are BMW 528, Audi 5000 Turbo, Volvo 760 and the new 16-valve Mercedes-Benz 190. Saab says its 137-MPH car has better interior space than any of them.

Begun as the X29 project and more recently codenamed the NGS (New Generation Saab), the 9000 was originally to have been a joint project with Fiat Auto's Lancia division. But the companies soon discovered they wanted different things, with the result that only 12 parts are now common to both models. Lancia's version also will be launched in the fall.

Saab will build 10,000 9000s in 1985, the first full year of production. But Saab has the flexibility to make up to 100,000 each year, thanks to recent investments that lifted total capacity to 120,000 a year.

Saab Car Division Chief Executive Sten Wennlo confirmed Saab has a contingency plan — not yet approved by the board —to lift overall output to 145,000.

U. of Virginia wins top prize in GM contest

DETROIT. — The University of Virginia took first place in General Motors' eighth annual Intercollegiate Business Understanding Competition.

The University of Michigan took second place and Yale University received an honorable mention.

This year's competition, involving graduate students enrolled in religious studies programs or ethics courses from six universities across the country, examined the subject of business ethics in a changing and diverse world.

The University of Virginia team won $10,000; the University of Michigan received $7,000 and Yale received $2,500.

Holiday trims Canadian output of cars, trucks

The Victoria Day holiday (May 21) shortened work schedules and kept Canadian auto and truck production totals low last week.

The four-day work week resulted in an auto production forecast of 20,439 units last week, 6.40 percent below the previous week's 21,836 and 10.81 percent lower than the year-ago week's 22,915.

To date this year, the manufacturers have completed 467,074 cars, 9.96 percent greater than 424,770 assembled at this time last year.

Canadian truck output last week also slipped below the prior week's total but remained above the year-ago total.

The makers targeted production of 14,798 trucks last week, down 297 units from the previous week's 15,095, but was 36.55 percent higher than the year-ago week's 10,837.

Year-to-date, 345,871 trucks have been completed, 59.99 percent greater than 216,182, the 1983 total at this point.

Chrysler Corp. estimated production of 1,895 Plymouth Voyagers, 1,905 Dodge Caravans and 760 Mini Ram Vans at its Windsor (Ont.) plant last week, bringing the year-to-date T-115 total to 88,607.

Overtime out; truck production declines 7 pct.

A lack of Saturday (May 26) overtime in connection with the Memorial Day holiday caused domestic truck production to slip last week.

The makers slated assembly of 61,634 trucks last week, off 7.45 percent from the previous week's 66,594, which was the highest of 1984. Last week's production estimate was 29.66 percent greater than the year-ago week's 47,535.

Year-to-date, 1,302,465 trucks have been assembled, 44.29 percent better than the 902,692 finished at this time last year.

No domestic truck assembly overtime was reported last week.

CANADIAN CAR PRODUCTION

	Week Ended May 26, 1984	Week Ended May 28, 1983	Week Ended May 19, 1984	May to Date	Jan. 1, to May 28, 1983	Jan. 1, to May 26, 1984
AMERICAN MOTORS	480	653	.....	1,577	12,751	9,819
CHRYSLER CORP.	.....	4,441	.....	.....	95,791	.....
FORD MOTOR	8,485	7,132	10,655	37,830	84,089	180,106
GENERAL MOTORS	11,294	10,464	10,956	45,989	227,819	272,599
VOLVO	180	225	225	810	4,320	4,550
Total Cars, Canada	20,439	22,915	21,836	86,206	424,770	467,074

TRUCK PRODUCTION IN U. S.†

	Week Ended May 26, 1984	Week Ended May 28, 1983	Week Ended May 19, 1984	May to Date	Jan. 1, to May 28, 1983	Jan. 1, to May 26, 1984
CHEVROLET	19,164	16,392	19,966	74,013	311,874	410,482
DODGE	2,100	2,610	4,211	13,736	54,742	84,238
FORD	25,565	17,813	26,900	98,323	356,528	502,805
GMC	6,483	6,174	6,816	25,006	105,304	133,415
INTERNATIONAL	1,572	1,258	1,797	6,223	19,967	31,220
VOLKSWAGEN	.....	.....	.....	.....	2,079	.....
JEEP	3,800	2,238	3,883	14,508	31,198	78,642
NISSAN	1,900	.....	1,971	7,321	.....	38,973
AM GENERAL	50*	50*	50*	190	1,000*	1,090
MISCELLANEOUS	1,000*	1,000*	1,000*	3,800	20,000*	21,600
Total Trucks, U. S.	61,634	47,535	66,594	243,120	902,692	1,302,465

CANADIAN TRUCK PRODUCTION

	Week Ended May 26, 1984	Week Ended May 28, 1983	Week Ended May 19, 1984	May to Date	Jan. 1, to May 28, 1983	Jan. 1, to May 26, 1984
CHRYSLER CORP.	6,800	2,764	6,838	27,216	56,117	148,081
FORD MOTOR	2,750	2,901	3,441	12,351	55,905	67,564
GENERAL MOTORS	5,112	5,172	4,655	20,756	100,944	127,226
INTERNATIONAL	136	.....	161	597	3,216	3,000
Total Trucks, Canada	14,798	10,837	15,095	60,920	216,182	345,871
N. American Trucks	76,432	58,372	81,689	304,040	1,118,874	1,648,336

†—Now includes window van production. *—Estimated.
Jeep includes commercial only. AM General includes government-destined vehicles.

U. S. CAR PRODUCTION

	Week Ended May 26, 1984	Week Ended May 28, 1983	Week Ended May 19, 1984	May to Date	Jan. 1, to May 28, 1983	Jan. 1, to May 26, 1984
AMERICAN MOTORS	4,800	4,130	4,816	18,263	72,316	83,480
AMC Total	.....	.....	.....	.....	4,071	.....
Eagle	.....	.....	.....	.....	4,071	.....
Renault Total	4,800	4,130	4,816	18,263	68,245	83,480
Alliance	2,425	4,130	2,423	9,772	68,245	44,833
Encore	2,375	.....	2,393	8,491	.....	38,647
CHRYSLER CORP.	23,400	18,310	29,198	102,688	347,960	551,830
Plymouth Total	6,400	5,086	8,242	29,704	125,773	162,948
Horizon	2,500	2,252	3,455	12,550	42,727	66,667
Reliant	3,300	2,691	3,937	14,221	81,003	83,983
Caravelle†	250	143	202	857	2,043	3,985
Gran Fury	350	.....	648	2,076	.....	8,313
Chrysler Total	7,800	5,408	9,961	34,792	84,444	184,045
LeBaron	2,400	2,508	3,203	10,868	40,268	55,256
Laser	1,400	.....	1,843	6,481	.....	33,576
Chrysler E-Class	2,000	2,900	2,289	8,901	44,176	46,427
Fifth Avenue	2,000	.....	2,626	8,542	.....	48,786
Dodge Total	9,200	7,816	10,995	38,192	137,743	204,837
Omni	3,100	2,928	3,615	11,733	47,188	62,435
Aries	2,600	3,446	3,234	11,603	59,332	66,552
Daytona	1,000	.....	1,283	4,270	.....	25,590
Dodge 400	.....	923	.....	.....	14,535	.....
Dodge 600	1,500	519	1,812	6,569	16,688	35,637
Diplomat	1,000	.....	1,042	4,017	.....	14,623
FORD MOTOR	37,866	34,595	39,059	147,283	607,744	745,484
Ford Division	24,299	21,718	24,864	95,635	395,818	487,277
Escort	7,558	6,187	7,687	29,603	112,858	150,751
Fairmont	.....	.....	.....	.....	23,728	.....
Mustang	3,068	3,153	3,281	11,967	54,231	55,752
LTD	4,187	3,057	4,380	16,110	74,289	95,538
Thunderbird	3,523	5,280	3,236	13,173	85,447	68,377
Crown Victoria	1,307	1,769	1,348	5,520	37,669	33,387
EXP	540	.....	553	2,146	1,184	13,428
Tempo	4,116	2,272	4,379	17,116	6,412	70,044
L-M Division	13,567	12,877	14,195	51,648	211,926	258,207
Mercury Total	10,043	10,118	10,021	37,059	167,056	186,461
Lynx	1,431	1,109	1,210	4,902	27,567	29,658
Capri	560	965	411	1,923	10,578	8,146
Zephyr	.....	.....	.....	.....	8,601	.....
Marquis	2,753	1,973	2,840	10,496	31,000	47,143
Cougar	2,076	3,372	2,461	8,195	42,417	43,054
Grand Marquis	2,322	1,904	2,266	8,234	44,554	39,987
LN7	.....	.....	.....	.....	290	.....
Topaz	901	795	833	3,309	2,049	18,473
Lincoln Total	3,524	2,759	4,174	14,589	44,870	71,746
Continental	932	276	1,104	3,857	7,181	15,172
Lincoln	2,201	1,567	2,612	9,123	22,560	41,674
Mark VI/VII	391	916	458	1,609	15,129	14,900
GENERAL MOTORS	83,280	90,914	91,889	339,942	1,526,438	2,003,216
Buick Division	18,779	20,324	19,665	74,481	353,528	428,472
Skylark	2,090	3,519	2,128	7,931	39,903	41,117
Skyhawk	2,977	1,396	2,984	11,346	29,860	68,452
Century	4,065	4,224	4,849	16,824	61,749	94,614
Regal	3,960	4,370	4,014	16,492	104,009	94,214
Buick	3,173	5,952	3,027	12,582	100,697	93,459
Riviera	895	863	899	3,476	17,310	22,734
Electra (fwd)	1,619	.....	1,764	5,830	.....	13,882
Cadillac Division	6,275	6,503	6,475	23,140	139,572	141,812
Cimarron	244	277	296	1,062	9,210	8,003
Seville	880	744	888	3,431	15,171	17,856
Eldorado	1,675	1,667	1,692	6,518	32,936	33,157
Cadillac	1,778	3,815	1,846	6,357	82,255	68,428
DeVille (fwd)	1,698	.....	1,753	5,772	.....	14,368
Chevrolet Division	27,232	34,669	32,542	118,509	472,381	689,251
Chevette	1,425	4,248	1,682	13,295	79,300	93,845
Cavalier	7,614	6,148	9,057	31,667	100,746	174,365
Celebrity	5,713	4,273	6,867	23,768	37,487	126,710
Camaro	5,503	4,696	6,152	20,241	79,439	111,411
Citation	2,245	7,962	2,297	8,711	42,915	46,742
Malibu/El Camino	772	3,227	769	3,135	63,317	15,060
Monte Carlo	885	1,943	2,666	5,294	37,900	56,816
Chevrolet	2,450	1,563	2,430	10,053	22,882	50,349
Corvette	625	609	622	2,345	8,395	13,953
Oldsmobile Division	20,873	20,056	22,788	83,362	405,254	502,949
Omega	980	1,621	972	3,737	25,756	22,294
Firenza	1,868	1,004	1,917	7,077	19,716	33,534
Cutlass Supreme	3,271	5,323	3,418	14,817	118,021	136,723
Cutlass Ciera	5,527	4,472	6,720	22,687	78,181	117,703
Oldsmobile	6,433	6,887	7,285	25,405	147,157	158,489
Olds 98 (fwd)	1,835	.....	1,509	5,907	.....	14,621
Toronado	959	749	967	3,732	16,423	19,585
Pontiac Division	10,121	9,362	10,419	40,450	155,703	240,732
Acadian†	400	599	93	1,483	7,272	8,756
2000 Sunbird	3,153	2,343	3,793	13,093	40,508	63,154
1000	440	1,407	547	3,289	16,855	18,755
Firebird	2,309	2,488	2,546	8,554	37,655	46,975
Phoenix	855	471	849	3,143	11,944	9,155
Grand Prix/Bonneville	.....	2,054	.....	.....	41,469	29,733
Parisienne	264	.....	316	1,115	.....	12,498
Fiero	2,700	.....	2,275	9,773	.....	51,686
HONDA	3,000	1,111	2,905	11,053	12,677	52,391
VOLKSWAGEN	2,350	2,262	2,329	9,288	38,231	48,967
Total Cars, U. S.	154,696	151,322	170,196	628,517	2,605,366	3,485,368
Total Cars, Canada	20,439	22,915	21,836	86,206	424,770	467,074
N. American Cars	175,135	174,237	192,032	714,723	3,030,136	3,952,442
N. American Trucks	76,432	58,372	81,689	304,040	1,118,874	1,648,336
North American Cars and Trucks	251,567	232,609	273,721	1,018,763	4,149,010	5,600,778

†—All Acadians and Caravelles are built for sale in Canada. *—Estimated.

GM buys 10 percent of consulting firm

WINTER PARK, Fla.—Philip Crosby Associates, a management consulting firm, announced that General Motors has purchased 10 percent of the company for $4 million. GM also has a three-year option for an additional 10 percent.

The 110-person firm was started in 1979 by Crosby, a former vice president of ITT Corp.

Automotive News

June 4, 1984

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Chrysler wins OK to sue on GM-Toyota

By Helen Kahn
Washington Bureau Chief

WASHINGTON. — Chrysler Corp. has standing to sue General Motors and Toyota in the District of Columbia over the GM-Toyota Joint Venture (JV) in Fremont, Calif., and Toyota can be sued in this jurisdiction, according to a 58-page opinion filed last week by Federal District Judge Thomas F. Hogan.

This ruling is counter to the Justice Department's position that Chrysler does not have standing to sue the auto makers.

Chrysler filed suit to stop the proposed JV in early January.

Lee A. Iacocca, Chrysler chairman, said, "I am pleased by the court's decision that Chrysler should have the chance to prove our case, and we will proceed as quickly and vigorously as we know how. We are determined to get at all the facts through the legal process of discovery.

"When we have the facts, we are confident that we will prove that this JV is illegal. It should never have been approved by the FTC in the first place.

"Fortunately, it is now clear that the FTC's narrow 3-2 decision will not be the last word in this serious matter. The GM-Toyota venture is a national issue that will affect us all and demands open and candid discussion," Iacocca said.

A GM spokesperson in Washington said, "We regret the judge ruled against our motion but we are confident that the merits of our case will be proven in court."

• Rep. James Florio, New Jersey Democrat, whose House Subcommittee had held hearings on the proposed GM-Toyota JV, welcomed Hogan's go-

Continued on Page 50, Col. 1

Custom-car report inside

Renewed by the economic upturn, the specialty-car industry has rebounded with a vengeance, according to the annual report on the custom market found in today's AUTOMOTIVE NEWS.

The special section, which follows Page 26, introduces new models and trends among customizers, kit-car makers, limousine builders, armorers and low-volume builders. Industry directory begins on Page E-26.

Due from Buick

Jim Dunne

Riviera in review

Buick's E-body, or GM30 car, shrinks to a 108-inch wheelbase in 1986 from the current 114 inches. Those who might have had trouble parking a 206.6-inches-long '84 Riviera can look forward to a shorter overall length of 185 inches. A cross-mounted V-6 gasoline engine will be standard; diesel will be optional. The '86 Riviera will be built at GM's new Detroit-Hamtramck (Poletown) plant along with the Oldsmobile Toronado, Cadillac Seville and Cadillac Eldorado.

Jim Dunne

Going front-drive

The 1986 version of Buick's LeSabre drops to an overall length of 194.2 inches from the current 212 inches, riding on a 110.8-inch wheelbase compared with 116 inches. LeSabre imitates Electra with front-wheel drive and a front-hinged hood. Engines will be cross-mounted in these H-bodies, also known as the GM70 line.

U.S. importers feel pinch from strike in German plants

By Jenny L. King
Staff Writer

The three-week-old strike in Germany by members of the largest union in the world has brought that country's auto industry to its knees, but the effects so far have only pinched related business on this side of the Atlantic.

By the middle of last week, the conflict had left more than a quarter of a million German workers temporarily jobless as the striking members of I. G. Metall were joined by those unemployed through lockouts and layoffs at factories unable to get supplies.

I. G. Metall, a metalworkers union claiming membership of some 2.6 million, began strike efforts May 14, demanding 35-hour work weeks with no decrease in pay plus the creation of more jobs for the unemployed.

Management is reported to insist on continuing the current 40-hour week and says adding to employment would greatly increase costs and jeopardize job security in the years to come.

Since the strike began, automotive components and assembly plants have closed one by one, including those of the giants Mercedes-Benz, BMW and Volkswagen. Other major European auto makers who buy German parts also are faced with production problems as their supplies dwindle.

The strike and its aftermath undoubtedly will hurt import-car sales in this country, but as yet it has only made headlines. Officials in the North American

Continued on Page 49, Col. 1

breaking news

Chevy upgrades truck engines

DETROIT.—Chevrolet will add more zip to its trucks and vans this fall, with slightly higher displacement engines. Those that formerly had a 2.0-liter engine will feature a 2.5-liter as standard; while an all-new 4.3-liter replaces the former 4.1-liter. The engines are throttle body fuel injected. Vans will also feature new grilles and taillamps.

Detroit dealers win delay from FTC

WASHINGTON.—In a ruling issued last week, the FTC approved a request by Detroit-area auto dealers to extend a deadline for supplying documents being sought as part of an

See BREAKING NEWS, Page 8, Col. 1

Announcing stickers during labor talks presents a problem

GM facing a major decision on pricing of '85s

By John K. Teahen Jr.
Managing Editor

In the next few months, General Motors must make a major decision on pricing but, in the words of Chairman Roger B. Smith, the corporation "hasn't even begun" to think about it.

The situation is this: The contract negotiations with the UAW will likely be reaching a critical point when GM announces the prices of its '85 models. This makes pricing a much more delicate matter than in other years. The present contract expires Sept. 14.

It seems inconceivable that GM isn't working on the problem, but that's what the chairman said.

At a news conference following GM's annual shareholders' meeting, Smith was asked about the problem of pricing cars during contract talks. He replied, "We haven't even begun to think about our '85 pricing. We still have a lot of '84s to sell."

GM has many options in early-'85 pricing. Here are three scenarios it could follow:

1. "Damn the torpedoes." Announce the expected $200-$300 average hike at the usual time, despite the fact that labor talks are in progress. GM could cite the usual whipping boys of inflation and higher costs of materials, freight, etc.

2. "Play it cool." A small price increase for introduction day, followed by a larger bump after the contract is settled. Guess who'd get the blame for the second boost? Or maybe price some models early and some later.

3. "It's all *their* fault." Hold the line on '84 prices for early '85 models and put the full '85 increase in effect after a new agreement is reached, with or without a strike. The UAW, whose image isn't the greatest these days anyway, would bear even more of the onus. "We wouldn't have raised prices at all," GM might say, "if it hadn't been for that inflationary contract that was forced upon us."

Just how anyone "forces" GM to do anything is another matter, of course.

Ford Motor Co. faces the same dilemma since Ford also is bargaining with the UAW this summer. But Ford usually lets GM price first, so the situation isn't nearly so acute in Dearborn.

GM has already solved part of its problem. The company is extending the '84 model year for its small cars to improve its overall '84 CAFE average. The '84 run will be extended for two or three months on those autos, so pricing them won't come up until later in the year. Involved are Chevette, Pontiac 1000, Fiero and the J-cars.

For the last dozen years, GM has been pricing its new models in August, several weeks before introduction day. That includes 1976 and 1979, which were labor negotiation years.

In 1976, there was no post-contract boost. In 1979, some models were priced in August and the balance on Oct. 1, after an agreement was reached. But 1979-80 (the '80 model year) was a crazy period. It was the time of "interim pricing," when stickers shot up every quarter.

• At the meeting itself, shareholders didn't raise much fuss about the large bonuses to GM executives. After all, shareholders have seen their per-share dividends double in the past year.

Veteran Louis Gilbert, however, did suggest that bonuses be limited to 100 percent of a person's salary. That would have been costly for a lot of GM brass last year. Their bonuses were more on the order of 150 percent of salary.

The usual stream of interesting trivia flowed from the session. Gilbert asked about adver-

Continued on Page 50, Col. 3

NEWSPAPER

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Lincoln Mark VII to go racing

Hy-Tec Racing, Southfield, Mich., decided 30 years was a long enough breather for Lincoln to take from racing, so the team built a Mark VII Trans-Am car, to debut at Detroit Grand Prix support races. Fiberglass body panels are fit to a modified Speedway Engineering chassis. Engine is a 310-CID Tony Oddo Ford. Driver Russ Theus is a Ford engineer.

260 robotics firms on hand for Detroit show, conference

By Roger Rowand
Engineering Editor

Four days of demonstrations of the latest robotic technology and dozens of study meetings open today (June 4) in Detroit's Cobo Hall as ROBOTS 8 Exposition and Conference gets under way.

The conference is sponsored by Robotics International of the Society of Manufacturing Engineers (RI/SME). The ROBOTS 8 exposition is sponsored by the Robotic Industries Assn., formerly the Robot Institute of America.

Conference sessions focus on the theme of Merging Technologies—how more adaptable and intelligent robot systems are being developed by merging various technologies.

In 21 technical sessions, about 80 leading robotics authorities will discuss state-of-the-art technology, research, industrial applications and human implications of robotics. A refresher course on basic robotics is being offered daily.

According to RI/SME, this is the largest robots show ever staged. It features some 260 builders and suppliers of robots and robotic systems and components. Exhibits are introducing new models of robots in action and are demonstrating new capabilities and new controls, sensors, systems and services.

In number of exhibitors and floor space occupied, ROBOTS 8 is larger than the ROBOTS 7 show that attracted 20,062 persons to Chicago's McCormick Place in April last year.

There's little doubt that machine vision will be the center of a great deal of attention as the week progresses.

One of those exhibiting its vision wares is Itran Corp., of Manchester, N. H. The company has on display the Itran 8000 Vision Controller and is giving visitors a chance to test for themselves machine vision capabilities.

The company calls the Itran 8000 one of the most powerful vision inspection systems on the market.

• DeVilbiss Co., Toledo, maker of spray finishing robot systems, is introducing three new robots at the show.

The first is an electric arc welding machine. The second is a low-priced electric material handling robot. The third new entry from DeVilbiss is the TR-3500 spray finishing robot which the company says represents the latest in spray painting technology.

GMF Robotics Corp., Troy, Mich., a joint venture of General Motors and Fanuc, a Japanese robotics concern, is showing off its new S-110, a servo electric machine with an articulated configuration. It can stand alone or be integrated into an existing machine-robot configuration.

In addition, 13 GMF robots will demonstrate their abilities in assembly, manufacturing, sealing, arc welding and water-jet cutting.

To introduce its new articulated robot arm, Photon Sources, Inc., of Livonia, Mich., is holding a seminar tomorrow (June 5) on the laser as a manufacturing tool.

The no-charge seminar will present the latest information on CO2 laser technology, detailing basic hardware and systems. Such applications as welding, cutting and heat treating will be covered.

International Cybernetics Corp., Pittsburgh, is introducing its new ICC 3220 flexible automation controller which provides eight axes of robot control capabilities and includes a new generation of the company's DNP digital brushless servo technology.

The company has one other dramatic demonstration. No less than 13 ICC controllers are at work on the show floor at displays where they are operating robots, brushless motors and other equipment in a variety of other companies' displays.

At Senate committee hearing in Portland

Honda, Toyota fight local content

PORTLAND, Ore. — UAW-backed domestic content legislation would force U. S. consumers to pay higher prices for cars and would discourage investment in this country by foreign auto makers, according to representatives of two major Japanese importers.

American Honda Motor Co. and Toyota Motor Sales, U.S.A., presented arguments in opposition to the bill at a hearing conducted here last week by the Senate Commerce, Science and Transportation Committee.

Opponents also charged that the legislation would produce model availability in the U. S. as importers backed off from the domestic market and would trigger retaliation in the form of higher trade barriers to U. S. exports.

The bill last year won approval in the Democratic-controlled House of Representatives. However, prospects in the Republican-held Senate have been characterized as slim.

At hearings conducted in Washington, General Motors, Chrysler and American Motors opposed the union-supported measure. Ford officials said they might support the bill if U. S. auto makers are unable to attain a competitive balance with Japanese companies.

Chrysler and American Motors also stressed the need for a stronger yen against the dollar, protection from Japan's commodity tax and tax considerations for American firms that would help bring about the so-called "level playing field."

But U. S. manufacturers, along with the State and Treasury departments, have refused to endorse domestic content legislation, which would set minimum levels of U. S. materials in cars sold in this country.

At the Portland hearing, Toyota Group Vice President Harold Bracken argued that the bill would have several negative effects on the U. S. economy, including a limitation on consumer choices, a hike in auto prices, unemployment in other sectors and a weakening of America's international trade position.

Bracken cited a study by Wharton Econometric Forecasting Associates which showed that domestic content legislation would cause price increases ranging from 7 percent for full-size domestic luxury automobiles to 43 percent for imported subcompacts.

"Consumers are already suf-

Continued on Page 48, Col. 1

Ford preparing Atlanta plant for Taurus, airplanes

ATLANTA. — Ford Motor Co. is expanding its assembly plant here for the 1986 front-drive Taurus program.

The $180 million modernization includes a 145,000-square-foot expansion of the body shop and a new 190,000-square-foot paint shop, bringing the total facility to 2 million square feet.

Proximity to Atlanta's International Airport dictates installation of instrument landing lights at the plant, as well as restrictions on roof height. Ford also takes advantage with an oversize billboard that flashes, "Have you driven a Ford lately . . .?" to potential customers in the landing pattern, according to a Ford spokesman.

The Atlanta plant currently builds LTD, Marquis, Thunderbird and Cougar models, all rear-drive cars. Architect for the expansion is Albert Kahn Associates, Inc.

Collier, 54, gives up high-level job at GM

By John K. Teahen Jr.
Managing Editor

David C. Collier, who once was considered a possible future chairman or president of General Motors, has retired from the corporation at the age of 54.

GM gave no reason for his departure, but Collier told Automotive News last week:

"I had what I consider a successful 27-year career at General Motors. Now, the principal players are in place for the next 10 years or so, so I thought it was time to seek a new career."

David C. Collier

He said he has no immediate plans "except to bring down my golf handicap," but he would like to get into some kind of small-business venture.

Collier was one of 10 vice presidents and group executives at GM. In the corporate hierarchy, the group executives rank just below the chairman, president and vice chairman and the three executive vice presidents.

Since 1980, Collier has been vice president and group executive in charge of the Operating Staffs Group. The group consists of the Sales and Marketing Staff, the Industrial Relations Staff, the Personnel Administration and Development Staff and the Materials Management Staff.

At press time, GM had not appointed a successor to Collier.

Collier joined GM in 1957 and spent the next 16 years in financial posts. He became treasurer of the corporation in 1971.

• On Nov. 5, 1973 — just a week after his 44th birthday — he was elected a vice president of GM and named president of GM of Canada. His financial background and his new job as an operating executive gave rise to speculation that he might be headed for the very top of the heap at GM.

Both chairman and president were mentioned. Collier's age and qualifications seemed to be right.

That speculation grew stronger when he was named Buick general manager on Oct. 5,

Continued on Page 49, Col. 1

Plastic engine misses start flag for its first race

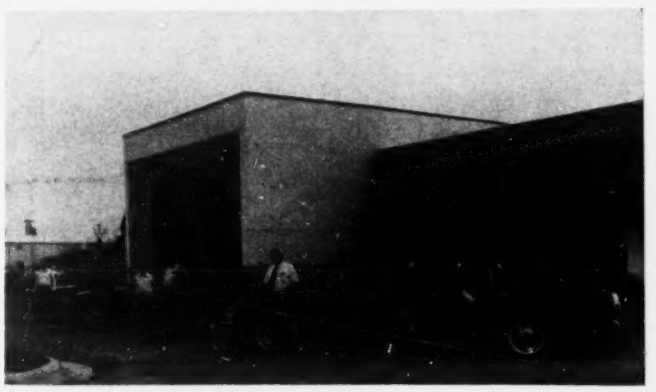
LIME ROCK, Conn.—A plastic engine scheduled to run in a Memorial Day race on the road course here failed to make the field.

Standard Oil Co. of Indiana's Amoco subsidiary said the engine will be raced at Watkins Glen July 8, however. It said the novel powerplant was not at fault in the non-appearance.

"There was a lack of time, practice time, but it will be ready at the Glen," an Amoco spokesman told Automotive News.

The engine will be in a Lola T616 racer for the event sanctioned by the International Motor Sports Assn. (IMSA).

It weighs 168 pounds, some 200 pounds less than a competing conventional engine. It contains 68 pounds of metal, 60 pounds of resin and 40 pounds of fiber reinforcement, Amoco said.



Cadillac limos delivered

Larry Hughes, president, Acme Livery Service, Kansas City, takes delivery of four '84 Cadillac six-door limousines —the first four of a nine-car order. The limousines were sold to Hughes by Ralph Mullen, Mullen Superior Coaches, Shawnee Mission, Kans. Mullen is a distributor for Armbruster/Stageway, Inc., Fort Smith, Ark.

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59th year — No. 5025

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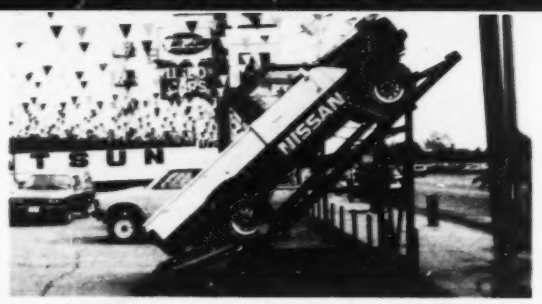

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February market share lowest since December, 1979

Import penetration takes tumble

By Jenny L. King
Staff Writer

Registrations of new imported cars in February claimed their smallest segment of the total U. S. market in more than four years this past February, as domestic sales and subsequent registrations considerably outdistanced them.

February imported-car registrations represented 24.85 percent of the market, down more than five percentage points from 30.01 percent a year earlier and their smallest share since December of 1979 when imports claimed 23.63 percent of the total.

According to registrations and sales figures compiled by R. L. Polk & Co., 194,381 new imported cars were tallied in the U. S. this February, up 13.90 percent from 170,656 in 1983. By comparison, domestic registrations were up 47.72 percent, leaving imports in their dust and with a greatly reduced piece of the pie.

The traditional top two imports, Toyota and Nissan, both lost ground during the month: 2.72 and 4.02 percentage points, respectively. Honda scrambled to gain second place and 2.62 percentage points. Volkswagen was up 1.02 percentage points and moved from sixth into fourth place among the top 10 imports.

Mazda slipped 0.99 percentage points, while Subaru was up 0.49 percentage points.

The major European imports showed strength: Volvo was up 0.66 percentage points, Mercedes was up 0.57 percentage points and Audi gained 0.26 percentage points.

• Ten imports claimed 89.24 percent of the February import market, down slightly from 90.26 percent a year earlier.

Import registrations for the first two months of 1984 were up 10.56 percent from the preceding year's level. Polk reported 389,328 new import registrations compared with 352,137 in 1983. Their share of the market dropped 4.80 percentage points, to 25.45 percent from 30.25 percent.

Registrations were topheavy, with three makers taking 57.53 percent of the import total. Toyota stayed on top despite a loss of 2.74 percentage points, Honda indulged itself with a gain of 3.19 percentage points and Nissan tumbled 3.33 percentage points.

Mazda and BMW slipped in penetration for the two months as VW, Subaru, Volvo, Mercedes and Audi made inroads.

The top 10 imports represented 89.11 percent of the two-month total, down from 90.17 percent in 1983.

Japanese-built passenger cars accounted for 72.11 percent of all new imports in February, down from 78.86 percent a year earlier. German cars claimed 13.26 percent, up from 10.40 percent and Swedish products had 5.35 percent compared with 4.33 percent.

• Polk classifies U. S.-built VW Rabbits and U. S.-built Honda Accords as imports. They comprise the U. S.-source category which contributed 7.10 percent of the February total this year and 3.59 percent in 1983.

American Motors' Renault Alliance/Encore, formerly defined as imports, have been reclassified as domestics since last fall, and all present statistics reflect the change.

February registrations by county of origin were:

	Feb., 1984	Feb., 1983
Japan	140,174	134,579
West Germany	25,779	17,754
United States	13,795	6,127
Sweden	10,408	7,397
France	2,498	3,092
Great Britain	1,366	829
Italy	323	850
Ireland	38	28
TOTAL	194,381	170,656

Year-to-date registratitons by country of origin are as follows:

	2 Mos., 1984	2 Mos., 1983
Japan	282,951	276,851
West Germany	49,735	38,192
United States	28,388	12,629
Sweden	19,646	15,147
France	5,124	6,044
Great Britain	2,831	1,874
Italy	591	1,317
Ireland	62	83
TOTAL	389,328	352,137

New imported truck registrations totaled 57,114 in February, up 95.39 percent from 29,231 a year earlier. The breakout by major manufacturer was:

	Feb., 1984	Feb., 1983
Toyota	20,468	9,901
Nissan	17,704	6,409
Mazda	9,915	4,174
Dodge Ram 50	3,258	—
Ford Courier	—	2,218
Others	5,769	6,529
TOTAL	57,114	29,231

Truck registrations for the first two months of 1984 were up 59.35 percent, to 105,898 from 66,455. Numbers for the top manufacturers were:

	1984 2 Mos.,	1983 2 Mos.,
Toyota	40,238	21,675
Nissan	29,200	16,521
Mazda	18,167	7,949
Dodge Ram 50	6,076	—
Ford Courier	—	6,420
Others	12,217	13,890
TOTAL	105,898	66,455

MARKET SHARES

2 MONTHS
1984 VS. 1983

Make	1984 Market Share	1983 Market Share	Pct. Pt. Change '84 vs. '83
Chevrolet	14.92	14.01	+0.91
Ford	12.95	11.52	+1.43
Oldsmobile	11.05	10.22	+0.83
Buick	8.61	8.76	−0.15
Pontiac	6.54	5.37	+1.17
Toyota	5.20	7.00	−1.80
Mercury	5.02	4.16	+0.86
Honda	4.83	4.77	+0.06
Nissan	4.62	6.50	+0.12
Dodge	3.46	3.34	+0.12
Cadillac	3.04	3.28	−0.24
Chrysler	2.91	2.50	+0.41
Plymouth	2.83	2.78	+0.05
AMC	2.04	2.59	−0.55
VW	1.69	1.79	−0.10
Mazda	1.62	2.19	−0.57
Subaru	1.59	1.83	−0.24
Lincoln	1.18	1.20	−0.02
Volvo	0.96	1.01	−0.05
Mercedes	0.87	0.91	−0.04
BMW	0.67	0.81	−0.14
Audi	0.63	0.50	+0.13
Other Imports	2.77	2.94	−0.17
Misc. Dom.	0.00	0.02	−0.02
TOTAL	389,328	352,137	

TOP CARS

U. S. registration for two months, 1984 vs. 1983. Numbers for New York State and Oklahoma, 1984, compiled from sales records; Oklahoma, 1983, not available.

1984 Position		Make	1983 Position
1—	228,197	Chevrolet	163,059— 1
2—	198,055	Ford	134,125— 2
3—	169,047	Oldsmobile	118,900— 3
4—	131,661	Buick	102,003— 4
5—	99,971	Pontiac	62,467— 7
6—	79,448	Toyota	81,518— 5
7—	76,837	Mercury	48,470— 9
8—	73,831	Honda	55,536— 8
9—	70,709	Nissan	75,678— 6
10—	53,059	Dodge	38,842—10
11—	46,501	Cadillac	38,227—11
12—	44,480	Chrysler	29,135—14
13—	43,234	Plymouth	32,376—12
14—	31,149	AMC	30,095—13
15—	25,842	VW	20,830—17
16—	24,836	Mazda	25,532—15
17—	24,340	Subaru	21,240—16
18—	17,997	Lincoln	13,920—18
19—	14,726	Volvo	11,800—19
20—	13,266	Mercedes	10,566—20
21—	10,252	BMW	9,371—21
22—	9,681	Audi	5,819—22
	42,397	Other Imports	34,247
	42	Misc. Dom.	201
	1,529,558	TOTAL	1,163,957

Automotive News analysis of new-car registrations based on R. L. Polk & Co. statistical report.

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IMPORT REGISTRATION SHARES IN U. S.

	FEBRUARY					2 MONTHS				
	Regis., Feb., 1984	Percent Share of Market	Regis., Feb., 1983	Percent Share of Market	Pct. Pt. Change '84 vs. '83	Regis., 2 mos., 1984	Percent Share of Market	Regis., 2 mos., 1983	Percent Share of Market	'83 vs. '82 Pct. Pt. '84 vs. '83
Toyota	38,494	19.80	38,434	22.52	− 2.72	79,448	20.41	81,518	23.15	− 2.74
Honda	36,225	18.64	27,341	16.02	+ 2.62	73,831	18.96	55,536	15.77	+ 3.19
Nissan	35,111	18.06	37,682	22.08	− 4.02	70,709	18.16	75,678	21.49	− 3.33
VW	13,302	6.84	9,933	5.82	+ 1.02	25,842	6.64	20,830	5.92	+ 0.72
Mazda	12,927	6.65	13,036	7.64	− 0.99	24,836	6.38	25,532	7.25	− 0.87
Subaru	12,508	6.44	10,146	5.95	+ 0.49	24,340	6.25	21,240	6.03	+ 0.22
Volvo	7,918	4.07	5,814	3.41	+ 0.66	14,726	3.78	11,800	3.35	+ 0.43
Mercedes	6,553	3 37	4,785	2.80	+ 0.57	13,266	3.41	10,566	3.00	+ 0.41
BMW	5,223	2.69	4,155	2.43	+ 0.26	10.252	2.63	9,371	2.66	− 0.03
Audi	5,206	2.68	2,712	1.59	− 1.09	9,681	2.49	5,819	1.65	+ 0.84
Others	20,914	10.76	16,618	9.74	+ 1.02	42,397	10.89	34,247	9.73	+ 1.16
TOTAL	194,381		170,656			389,328		352,137		
Share of U. S. Total		24.85		30.01	− 5.16		25.45		30.25	− 4.80

1984 New York and Oklahoma figures from manufacturers' sales records. Oklahoma, 1983, not available.

factories list auction dates

American Motors

June 5—Aptco Auto Auction, Taylor, Mich., and High Point Auto Auction, High Point, N. C.

June 6—Columbus Fair Auto Auction, Obetz, O.; Kansas City Auto Auction, Kansas City, Mo., and Southern Auto Auction, Warehouse Point, Conn.

June 7—Minneapolis Northstar Auto Auction, Shakopee, Minn.; Evansville Auto Auction, Evansville, Ind., and Corry Auto Auction, Corry, Pa.

June 8—Floyd Hauhe Auto Auction, Bridgeton, Mo., and Concord Auto Auction, Acton, Mass.

June 12—D-A Auto Auction, New Stanton, Pa., and Golden Gate Auto Auction, Fremont, Calif.

June 13—Columbus Fair Auto Auction, Obetz, O.; Metro Milwaukee Auto Auction, Caledonia, Wis., and Central States Auto Auction, Mason City, Ia.

June 14—Minneapolis Northstar Auto Auction, Shakopee, Minn.; Evansville Auto Auction, Evansville, Ind., and Todd Auto Auction, Telford, Pa.

June 19—Aptco Auto Auction, Taylor, Mich., and High Point Auction, High Point, N. C.

June 20—Columbus Fair Auto Auction, Obetz, O.; Kansas City Auto Auction, Kansas City, Mo., and Southern Auto Auction, Warehouse Point, Conn.

June 21—Minneapolis Northstar Auto Auction, Shakopee, Minn.; Evansville Auto Auction, Evansville, Ind., and Corry Auto Auction, Corry, Pa.

June 22—Floyd Hauhe Auto Auction, Bridgeton, Mo., and Concord Auto Auction, Acton, Mass.

June 26—D-A Auto Auction, New Stanton, Pa.

June 27—Columbus Fair Auto Auction, Obetz, O.; Metro Milwaukee Auto Auction, Caledonia, Wis., and Central States Auto Auction, Mason City, Ia.

June 28—Minneapolis Northstar Auto Auction, Shakopee, Minn.; Evansville Auto Auction, Evansville, Ind., and Todd Auto Auction, Telford, Pa.

Ford Motor Co.

June 6—Columbus Fair Auto Auction, Obetz, O.; Metro Auto Auction of Kansas City, Lee's Summit, Mo.

June 12—Harrisonburg Auto Auction, Harrisonburg, Va.

June 13—Northway Exchange, Clifton Park, N. Y.; Brasher's South California Auto Auction, Fontana, Calif.

June 14—Arena Auto Auction, Chicago; Dallas Auto Auction, Dallas.

June 20—Concord Auto Auction, Acton, Mass.; Lakeland Auto Auction, Lakeland, Fla.

June 21—Nashville Auto Auction, Nashville; 166 Auto Auction, Springfield, Mo.

June 27—Golden Gate Auto Auction, Fremont, Calif.; Minneapolis Northstar Auto Auction, Shakopee, Minn.

June 28—Aptco Auto Auction, Taylor, Mich.; Skyline Auto Exchange, Fairfield, N. J.

June 29—Denver Auto Auction, Englewood, Colo.

Chrysler Corp.

June 5—Hatfield Auto Auction, Hatfield, Pa.; High Point Auto Auction, High Point, N. C.; Kansas City Auto Auction, Kansas City, Mo., and Florida Auto Auction of Orlando, Ocoee, Fla. (permanent change to Tuesday from Thursday).

June 6—Columbus Fair Auto Auction, Obetz, O., and Minneapolis Northstar Auto Auction, Shakopee, Minn.

June 7—Arena Auto Auction, Chicago, Ill. (one-time change to Thursday), and Northway Exchange, Clifton Park, N. Y.

June 8—Concord Auto Auction, Acton, Mass.

General Motors

June 6—Hatfield Auto Auction, Hatfield, Pa.; Golden Gate Auto Auction, Fremont, Calif., and Minneapolis Northstar Auto Auction, Shakopee, Minn.

June 7—Nashville Auto Auction, Nashville, Tenn.

June 12—Florida Auto Auction of Orlando, Ocoee, Fla., and Southern Auto Auction, East Windsor, Conn.

June 13—Kansas City Automobile Auction, Kansas City, Mo.

June 14 — Indianapolis Auto Auction, Indianapolis, Ind.

June 19—166 Auto Auction, Springfield, Mo.

June 20—Clanton's Auto Auction, Darlington, S. C., and Salt Lake City Auto Auction, Salt Lake City, Utah.

June 21—Butler Auto Auction, Gibsonia, Pa., and Arena Auto Auction, Chicago, Ill.

June 26—South Seattle Auto Auction, Inc., Kent, Wash.

June 27—Brasher's Auto Auction, Fontana, Calif.

June 28—Aptco Auto Auction, Taylor, Mich.; Dallas Auto Auction, Grand Prairie, Tex., and Floyd Hauhe Auto Auction, Bridgeton, Mo.

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400 UNITS
Budget BUDGET RENT-A-CAR

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250 1984 General Motors Products
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25 1983 LINCOLN TOWN CARS
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Model breakdown

Auction Averages

	JUNE	MAY	APRIL
1984	$11,818	$11,393	$13,891
1983	8,880	9,040	8,850
1982	6,180	6,165	6,589
1981	4,908	5,193	5,344
1980	4,195	4,345	4,621
1979	3,460	3,671	4,008
1978	2,621	2,431	2,910
1977	1,834	1,893	2,159
Overall Average	$ 5,232	$ 5,372	$ 5,418

Used Car Sales

Auction Averages

June to date	$5,232
Month ago	$5,483
Year ago	$4,999

letterbox

Continued from Page 10

new cars and only one other was as satisfying as this Riviera, a '73 Citroen SM. That car was far too advanced and safe for the regulators to tolerate.

When I sought information at several Buick dealerships, I was told by both service and sales personnel that the turbo model was to be avoided, and they did not care to be involved in the sale of one. Mr. Reuss will probably get better cooperation under the new GM setup. — **Gordon Dhein,** Hop-

Sedoff named to head Isuzu's Western region

LOS ANGELES.—Gregor Sedoff has been named manager of the Western region for Isuzu Motors. Sedoff, who most recently served as vehicle supply manager, succeeds James R. Morrell who has moved to a position at Isuzu Truck of America.

William Shaw has been named to replace Sedoff as vehicle supply manager, and Joseph Totaro has been selected to replace Shaw as Western regional sales manager. Don Bruen, a zone sales manager for the Northeast region, becomes the regional sales manager in that region replacing Totaro.